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CONTENTS

VOLUME XXXXVII, Special Issue 1, 2018

From the Editor

Symon Marjinson	5	Term as the basic unit of the lexical content Scientific, technical, military and mail text
Gillian Gallagher	14	Problems of the identification mark and with topical problems of modern linguistics
Aslanova Ulduz, Boyukkishi	26	Semantic classification of negative phrazeologisms in German and Azerbaijani languages and their negative affirmative transformation
Stefan Schnell	41	Features verbal characteristics of heroes of fiction in connection with the problem
Geoffrey Haig	52	Some features of metaphorization in economic terminology
Nathan Sanders	59	Generation of speech in light systematic-activity study of speech communication
Leontief	65	Compression Modern Electronic Discourse
Aphanasy		
Suwon Sang	71	Etymology and indo-European basics
Walder Teo	76	Influence referential aspect in portrait characteristics of the hero based on the author English-language literature and folklore
Yagana Orujova	83	Conceptual metaphors in the French discourse
Muzayev		
Roger Levy	96	About the phenomenon of national and cognitive in industry terminology
Varila Mari-Lisa	113	Implementation of speech impact the propaganda and political advertisements
Emil Ohmann	128	Theory of study of terms
	147	Author Guidelines

Introduction

The most difficult time for France, during the Nazi occupation, Sartre was an active participant in the resistance movement; Then he wrote a major philosophical work "Being and Nothingness", which became his doctoral dissertation. In atheistic existential embodiment, which was a theoretical, in particular Sartre, existence is determined as being directed to nothing and recognizes its extremity. Structure existence is described as a set of modes of human existence. Such modes of existence as concern, anxiety, resolution, through the death of conscience defined as a method of contact with any-thing. Therefore, it is in the border situation, a person begins to see exist-ence as the deepest root of his being.

*Zegarra, Chrystian,
The Cambridge Companion to Mario Vargas Llosa,
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Term as the basic unit of the lexical content Scientific, technical, military and mail text

*Symon Marjinson**

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Annotation: A characteristic feature of special materials is their saturation of special scientific and technical terminology. This article analyzes the main methods of education and the translation of scientific and technical terms, military and posted literature. The most characteristic feature of special materials on the lexical level is the quality of their special scientific and technical terminology. As is known, the presence of language terminology is striving for maximum accuracy of information transfer, that is, a precision, which would exclude the possibility of arbitrary and subjective interpretation of her. Translation of scientific, technical, military and postal literature has a number of features in comparison with the translation of literature. These features are associated with the specific data types of the language of literature, which is characterized by brevity, accuracy wording saturation in specific terms. A large number of technical terms in the text, especially the newly emerged (neologisms), which are not registered in the dictionary, in the practice of translation create significant difficulties. This richness is due to the fact that the terms are inherently more fluid, moving bed vocabulary of the language, which is continuously updated. This replenishment is mainly due to the creation of new technical terms to express concepts that have arisen as a result of intensive development in recent years, science and technology.

Keywords: term, military, postal, education and translation.

An important feature of the translation of scientific, technical, military and postal literature is that the translator often have to create a Russian equivalent terms to express new concepts. The need for self-disclose the value of the large number of foreign terms is a quality feature, the transfer specifics of scientific, technical, military and postal literature. The main dif-

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ficulty faced by the translator of this type of literature lies in translating the terms [Skorohodko EF, 1961, 4-5].

L.Nelyubin defines the term as "a word or phrase, taken for the exact expression of the notion of a special designation or special subject in a particular area of expertise. In the text for translation, the term always requires a separate decision on the translation that is acts as a translation unit".

Currently, due to the development of science and technology there are significant difficulties allocation of general scientific, general technical, industry and highly specialized terminology. General scientific and general technical terms - terms used in several areas of science and technology. Industry terms that are unique to any one particular branch of knowledge. Highly technical terms - are terms that have values that are typical of any specialty in the industry. The main requirement for the terms is that they are concise and unambiguous.

In practice, however, these properties of the term are not always confirmed. Studies conducted in recent years show that the terms are not unique in the scientific and technical texts. The terms are generally used only in a single, specific for a given value of the information field, and it is this that does not cause ambiguity of the term. This occurs primarily because of the fact that the ambiguity of the term just manifested in the presence of different semantic knowledge within the different sciences. On the other hand, the basic requirements for this sublanguage where clarity, accuracy, certainty, and other stylistic features stimulate the use of the terms in their narrowest, the most common meaning for them, and preference is given unequivocal terms.

The desire of the term to the uniqueness leads to the fact that a number of terms becomes a kind of independence from the context and, therefore, can be transferred by means of lexical equivalents. But in this case it is only the fact that the terminological meaning of the word is usually not changed, but is detected in the context.

For example: - package, main importance: the bale, the bale; in postal services: parcel [... Strategy 2008].

For a correct understanding and translation of terms is also necessary to know the morphological structure of terms, semantic features that distinguish them from common words, the basic types of terms, phrases, their structural peculiarities and specifics of their use, and more. This will ensure a thorough understanding of the content, the meaning, expressed by the term, and will facilitate the work with the appropriate terminological dictionaries.

Some authors, analyzing the terms from the standpoint of terminology itself, coming to them as a lexical unit of language for specific purposes, in other - language or sublanguage of science and technology. As discussed at

the present time point of view, languages for special purposes (YASTS), which is called in English?

- American literature, languages for special purposes (LSP), - a functional modern varieties developed national languages. They cater to special fields of knowledge and activity (science, culture, production, management, etc.) And have certain specificity in the vocabulary, syntax, word formation in comparison with such varieties of natural language as a literary language, the language of everyday communication, spoken language and et al.

The development of the subject areas of science determines the continuous development of new terms and terminological expressions. Terminology vocabulary formation becomes more movable member scientific, military and postal literature that makes recourse to standardization of terminology, the regulation of its use [3, 100].

Development of common methods of creating terms, common terminology promotes greater participation of experts from different countries in solving urgent problems of modern science and technology, increase their information arms [Suder A. 1989, 56].

The postal and military, the term is used only in one specific area of information for this value.

Education terms in English literature occurs in the following ways: morphological, including affixation (analyst, rotary); compounding (nuclear powered, hard-fought); conversion (to table, to officer); Abbreviations (coper, radar); lexical and semantic comprising transfer values (Diesel - name of the inventor and the name of an internal combustion engine), the change values (acquisition - mean only "acquisition", and now represents a "detection and notch targets"), the expansion value (to land - means "disembark on the beach ", " land ", and now" to land on any surface, "including water and a heavenly body), the restriction value (cruiser - used to mean any" ship ", at sea, and now the" cruiser "); by borrowing from both other areas of science and technology (pin, strut),

It should be noted that most modern English terms are formed syntactic method. Practice shows that in the field of multi-component terms of telecommunications make up more than 80 percent of the vocabulary - more than 15 000 lexical units, which is reflected in the emergence of an increasing number of multi-term combinations, for example:

- registered letter ordered letter,
- air-mail airmail,
- postal order postal order, [Alberto, 1998, 1-2].

The most common type is a morphological method for forming suffixation - 5% -18 terms.

Borrowing from other languages English terminology in the art would be low, the average those lexical units make up no more than 3 - 4%.

In the modern scientific and technical literature in the English language there is a tendency to increase the number of different kinds of cuts (abbreviation) all morphological classes of words and phrases, the formation of new words by reducing the current, which is the result of optimization of informational signs of difficulty. In some texts the share of cuts more than 50% of all tokens and more than 15% of the dictionary, which allows several times to compress the volume of information transmitted, and a graphical representation of individual texts as well as fill up the lexical structure of the language.

There are abbreviations: letters; initially; syllabic, hybrid (a combination of letters and syllables); truncated words; contraction; reduction using symbols means;

For example, consider these examples of possible options for reducing the most characteristic of British scientific, technical texts, such as:

By the number of components, these terms are divided into:

two (intelligence officer - head of intelligence);

three (interplanetary ballistic missile - interplanetary ballistic missile);

four (high-velocity aircraft rocket - aircraft missile with high flight speed);

more components.

Building components can be continued, but when a large amount of semantic-syntactic connection components inside the terminology violated number and combination separates into two or more separate combinations. To maintain this type of coupling links within individual components taken connecting hyphen (in-the-clear-message - radiogram plaintext).

Here are the most typical ways of translating multi component terms in Russian.

1. Using similar attribute group:

twin-eyed optical system - binocular optical instrument.

2. Use the permutation components:

service battery ammunition - ammunition supply service department batteries.

3. When combinations aid of the "preposition + noun + suschestvitel-

Noah »: blackout road march - march along the roads with darkened headlamps.

4. By using the participle and verbal participle of revolutions:

air-transported field artillery battalion - battalion of field artillery, air Throw able.

5. Use descriptive translation:

Tank heavy task force - tactical group with predominance of tanks. The final selection of a translation method multi component terms depends in each case on the lexical content attribute multi component Group and on traffic load in all contexts. Therefore it is necessary to conduct a thorough

semantic and syntactic analysis of the scheme in the translation of multi component terms below.

1. Turn the key word, which usually is the last word terminological series.
2. Analyze the semantic connections within the entire series between the components and identify meaningful groups. The analysis is conducted from the first word from left to right. If there is a hyphen between the components, it indicates the presence of these components semantic connection.
3. Establish links between the selected semantic groups and carry out the transfer of all the terminology of a number, starting with the keyword sequentially from right to left.
4. Conduct a stylistic analysis and edit the translation.

The key to successfully overcome the majority of problems in translation is a thoughtful analysis of the term that caused the trouble in the event of the need to use word-forming, component, contextual analysis and a skillful combination. We should not forget about the study of literature in the specialty, regional geographic nature of the materials in order to better master the terminology of both foreign and native language. Application specific information sources are an aid to test the hypothesis constructed in term analysis and rethinking. In this case, even in the absence of an exact equivalent based on available data can choose the appropriate translation of the term or give descriptive transfer [3, 102].

On the basis of all this we can draw the following conclusions.

Widespread and frequent use of the terms is a feature of the special literature (military, scientific-technical, post). However, the special (military, scientific-technical, post) terminology is extremely heterogeneous. Along with the unequivocal terms that have precise and clear semantic boundaries, and there are many-valued. Along with simple (one-component), there are complex terms and phrases-term (multi-terms). Therefore, even a single component of the terms ambiguity complicates their correct understanding and translation, which is entirely dependent on the adequacy of the context and situation. To ensure high-quality translation (appropriate translation of the terms is one of its components), the translator needs information about what is term information about the differences between the terms of the general scientific words, education terms morphological structure and lexical and semantic varying terms. Information about the linguistic problems of terminology, basic approaches to the problem of the essence of the term and terminology systems make it possible to identify terms in the translated texts and identify the signs of these terms. Knowledge of the classification of terms and sources of their origin helps in the search for their meanings in dictionaries and other literature.

The most difficult to translate the terminology is multi attributive phrases. The main methods of translation are translated using analogous prepositional attribute group (the so-called tracing); translation using the genitive case; translation using the permutation component; translation using different prepositions; translation by using the participle and verbal participle turns; translation using descriptive reception.

Translation of scientific, technical, military, postal literature has a number of features in comparison with the translation of literature. These features are associated with the specific language of the military, scientific - technical and postal literature, which is characterized by saturation in specific terms.

The process of interpretation contaminated title is a series of procedures that take into account both information and information derived from the text and background knowledge. Interpretation of the title is a triadic process consisting of the following steps:

- 1) The process of perception nominative (the word), (phrases) or predicative (supply) units and hypothesizing about their meaning;
- 2) Reference to the text message in order to confirm or refute the initial hypothesis;
- 3) Header interpretation and verification of hypothesis based on the information received.

Note that the second step may be present in branched form sufficiently formed by a linear sequence of procedures such as analysis of constituents, the semantics of words; analysis of the structural and stylistic characteristics of the text message; attraction background knowledge in the form of cultural and historical characteristics of the age in which you are creating text-message, and, if possible, information about the identity of the author. The above steps can will introduce the following scheme:

Here are some examples:

Mess O'Potamian Art

The war turned the Baghdad museum into a tomb of antiquities. It's finally time to pick up the pieces. In the renovated Assyrian gallery of Baghdad's Iraq Museum, archeologist Amira Edan al-Dahab was doing what she likes best: explaining the priceless treasures in her care. Stately 3,000-year-old statues of royalty - a couple lost their heads during the museum's looting in the aftermath of the US invasion - have been restored and are presiding over the vast space. Ancient stone reliefs line the walls, with intricate carving depicting the rituals of early civilization [Newsweek, February 11th, 2008].

The first presentation of contaminated title "Mess O'Potamian Art" conscious recipient occur simultaneously two images, the appearance of which is due to the presence of two words, and hence two different meanings in English "Mess O'Potamian", which is a result of contraction of the noun

"mess "(disorder, confusion, chaos) and homonymic adjective" Mesopotamian ", which means" pertaining to Mesopotamia. " After reading the article, the recipient knows that the title contamination due to the fact that the text of damage reported as a result of military operations in Baghdad Archaeological Museum and in particular the hall, is a collection of Assyrian sculptures and bas-reliefs.

Yahooligans at the Window

Microsoft's \$ 45 billion bid for yahoo is a 'Hail Mary' to beat Google in search. As a veteran of the technology world, yahoo 'S chairman, Jerry young, certainly knows how relentless the software giant Microsoft can be. If he had by some chance forgotten it, the phone call he received last Thursday night would have been a handy memory jogger. On the other of the line was Microsoft CEO Steve Ballmer, who had, during late 2006 and early 2007, vigorously pitched the concept of joining forces, the better to take on the whirlwind search and advertising success of archival Google. Last February, yang wrote Ballmer that "now is not the right time to enter into discussing regarding an acquisition transaction". A year later Ballmer was back, telling yang that Microsoft had unilaterally concluded the time was right. Like it or not,

Perceiving contaminated title "yahooligans at the Window", the reader might guess that the word "yahooligans" dates back to "yahoo" (the name of the Internet search engine) and "hooligans". Analyzed article is devoted to the issue of possible prospective merger of "Microsoft" company and "yahoo". Despite the fact that the chairman of the latter, John. Young, is not inclined to accept the offer "Microsoft" to avoid the possibility of loss of economic independence, analysts are confident that this transaction will increase the competitiveness of the "yahoo", occupying, as it is known, second only to another search engine "Google". The presence of the title words with a strong negative connotation - "hooligans" - indicates that this transaction, there may be some kind of trick. And indeed,

How to E-praise your property

Until recently, figuring out your home's value was not something you could do from home. you had to scan the microfiche or even thumb through dusty tomes at the local library or tax assessor's office. If that did not work, you had to hire an appraiser to make an estimate or, worse, call in a real estate agent to get a competitive market analysis - which also meant you would have to endure a sales pitch. The Internet gives you new options. Plenty of Web based services comb public data to help you figure out how much your home is worth. What's more, many sites are free. But depending on where you live and the kind of home you have, they can be on target - or way off base. Some homeowners will ultimately need an agent or appraiser [Business Week, June 14th, 2004].

There Recognition of contaminant in the composition titles contributes graphical selection - tint dash and the capitalization of the first letter of the English verb "to E-praise". The hypothesis put forward by the recipient on the structure and semantics of the contaminant, as follows: "to E-praise" means "to evaluate something using services provided by the Internet. In this case it is a private property assessment, as is clear from all the titles. Indeed, the article says that in the old days to assess the value of their own homes required multi-volume study guides or a visit to the appraiser's office. At present, the situation changes dramatically, as there are free Internet sites that provide housing assessment services. The only problem may be that,

As a result, a number of experiments, it was found that the speaker in question implements the principle of "syntagmatic economy", using one-word, two-word rarely stamps proposals [V. Yngve 1960; YES. Miller, 1964]. Therefore, the scope of modern stationary proposals typically low: it often corresponds to a minimum volume of human short-term memory (7 + / 2 words). This facilitates their storage, playback and perception. As for listening, it tends to expend the least effort on the perception and understanding of the information and therefore interested in the "deployment" (decoding) Short replica of the speaker [N.V. Cheremisina, 1982].

It should be noted that in the process of communicating the person perceives the text much more information than it is clearly expressed in the text. According to E.D. Polivanov, the more we know about the speech of interlocutors subject, the less voluminous be the message itself [E.D. Polivanov 1968]. So beneficial to the presence of background knowledge, which have a direct bearing on the pragmatic aspects of linguistics and closely linked with the problem of presuppositions. Based on this, we will accordingly build the same message, depending on whether we give it to the baby, other official or a stranger. Contaminated title created as a result of compression, drawn to a generalized, prototypical reader background knowledge which are extensive enough to adequately interpret it.

It is necessary to distinguish between compression and saving. The first appears as a result of a conscious realization of the expressive function of searching a voice message, in which a lexical unit turns per unit content, pointing to a few (at least two) of the referent of objective reality. In other words, the word contaminated by the action of the compression mechanism becomes a kind of concentrate expression deployed.

Savings language means is, for the most part, unconscious process (or unconscious); In addition, it is a vivid manifestation of the protective functions of the human body, as evidenced by many studies of a psychological nature, related to the definition of space limitations of human memory. It is proved that there is a "magic number 7 + / 2" DA open American scientist Miller, which defines the upper and lower limits of short-term memory ca-

capacity in the process of generation of words and sentences in speech. Studies were carried out on all language levels; as a result of DA Miller proved the correctness of the hypothesis with reference to the grammatical structure of the utterance; his compatriot found that the syntax of the English language has a number of funds, allowing to automatically keep the statement within a defined volume of short-term memory. In our country, V.A. Moscovici pointed to the material in different languages, that the maximum number of morphemes in natural language, the word does not exceed seven [V.A. Moscovici, 1967].

Determining the compression factor in newspaper and journalistic style speech should mention the desire to attract the attention of potential readers and much information in a single word, or words, LLC. For the same purpose and functional load increases headlines registered significant structural and semantic compactness, which is achieved by the action of contraction mechanism?

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Problems of the identification mark and with topical problems of modern linguistics

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Annotation. The article deals with topical problems of modern linguistics - the problem of identification sign and denotation. The author analyzes the process of identification at different levels: on the verbal, non-verbal, audio visual and other types of communication levels. All these problems are studied in the framework of psycholinguistics. Identifying principle, which underlies the mechanism of reference "emphasizes the connection between certain references and speaker's ability to provide identifying descriptions, the referent object". In this regard, Searle stops on axioms relating to the very act of reference and referential expressions, one of which he called "an axiom of existence", formulated as follows: "That which made reference, must exist, "and another called" identity axiom ", presented as follows:" If the predicate is true with respect to an object, it is true, and for all that is identical to this, an object, no matter what the expression used for the reference to the object". However, pragmatic analysis of references in the speech acts characterized as described in the Backward axioms trends moreover, the very wording of axioms, as noted by the author himself, is essentially tautological. In this case, questioned the very existence of these (and similar) axioms. In fact, there is perhaps one problem - the problem of identification, which ultimately determines the presence / absence of the referent and the mechanism of determining the type of reference. A.Wierzbicka analysis (decryption, decoding) of texts (statements) offers first ensure their uniformity (they do not contain "insert", "foreign bodies", "citations"), otherwise the linguistic analysis is complicated or impossible.

Keywords: Identification, sign, denotation, verbal, non-verbal.

Citing as examples of statements such as: "The Union may be subject to a proposal, for example: And - a union," Anna Wierzbicka offers called "inclusions" ("and") that violate the correctness of statements, citations. In this regard, it is given a large area so called "semantic equations" or "permissible formulas (semantically invariant) Transformations", which imply not simply the possibility of mutual substitution expressed by expressions.

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As a result, A. Wierzbicka puts forward the following: "If in some positions of some expression A cannot (by semantic rather than stylistic reasons) be replaced by synonymous with it (having identical translated into a meta-language) expression in, you should suspect that A is hidden quote.

Expressions group of words under the "hidden quote", according to A. Wierzbicka act as predicates t. K. Do not function as subjects (argument). So, for example as a predicate may make expressions like "a good skier," true artist "and the like. At the same time A. Wierzbicka stops at the so-called potential of descriptions such as "the killer of John Smith", "discoverer of America" and the like [7-262]. In these cases, the law of singularity, leading to the identification of narrowing.

As "the phenomenon of identifying power" considers A. Wierzbicka and such means of identification characters (entities) as the "attribution" each of them "own" the predicate [2, 237-262]. But in this case is of great importance emotive content expressive side sense and, ultimately, the relationship between denoted person (subject) and the speaker, t. E. Substantially the expression (descriptions) subjected, estimated, therefore, non-referential.

Referring to grammatical categories and the parts of speech in particular, A. Wierzbicka stops on the identification nouns and adjectives, noting that the identification process takes place at a noun - referent, and "real semantic difference between nouns and adjectives does not lie in the range or type referents, but in the type of semantic structure "[3, 307]. In this case, you can also talk about the opposition of the reference and attribution.

Non-referential features of Wierzbicka and analyzed on the example of applications that are regarded as "explicit pragmatic operators", facing away from the identification of indicators: "That which can be used as descriptions, can not act as a reference and vice versa. Expressive components are introduced into the circulation, and identifying - in subjects "[2, 237-262]. Indeed, if it can be said in particular: "Hey, fat boy" or "Man, born in Dover July 1, 1945," that this statement will have a strong comic effect, which, in fact, is often used not only in speech.

The process of identifying the value of verbal mark formed in ontogeny as flexible invariant identification system selection strategies. This process goes through several stages, bearing in itself both verbal and non-verbal analysis of information occurring. Identification of a new word occurs by including it in through establishing linkages between this word and other internal units of the lexicon of the individual. The identification process takes place at all levels. If we are dealing with the process of speaking, the first a speaker identification by playing heard in the brain and applying phonetic tracing paper on human efferent acoustic sensations existing in auditory memory. Thus there is an imposing afferent acoustic perception in

the efferent acoustic representation of the individual, resulting from his experience. Such, in outline, the auditory identification process.

When reading, the perception of the information organ of perception already happening afferent visual information and applying it to the information available to the person until a process of understanding or rejection of what he saw. Since visual identification process takes place.

When auditory and visual identification is crucial specific context. Thanks to him, the recipient can successfully avoid any articulation or visible errors that arise in the identification of different reasons. The most successful identification occurs high-frequency words, elementary syntactic structures exhibiting a good ability to decode. Successful decoding process is directly related to the identification process and occurs at the phonetic, lexical, and syntactic levels.

When the phonetic decoding information important one major detail: the recipient (recipient) must know the language in which the communication is based, otherwise it will be impossible to determine which sound act as phonemes. Sami phonemes are impossible without function. Therefore, following the phonetic, more precisely at the same time with him, talking lexical decoding information, correlation with reality and then mastering the syntactic structure by identifying with existing conceptual knowledge of the individual. Upon successful reception of information as a result of its decoding and identifying the recipient automatically respond (comment, response, non-verbal response, including the Silence, containing primarily perceived assessment). Recipient reaction may be different, depending on the results of identification, decoding and interpretation recipient occurs positive or negative reaction to the received information. Any statement, any guide information is intended to influence the recipient to cause a reaction, to achieve a certain perlokutsii.

SI Togoeva [10] puts forward several kinds of identification strategies in recognition of new words (neologisms). They are represented by motivating, derivational, categorical (inside which the differentiated identification models according to different levels of generalizations: super ordinate, base, subordinate), direct definition, to establish the similarity complex, illustration example, failure strategy.

Other researchers propose identifying strategies using adjectives [8] verbs. [7] These strategies are based on the formal motivational elements (identification of motivating words, incentive framework, the identification of formative stimulus model, the similarity complex); based on a situation where as a semantic supports are the elements of the situation (for example, this applies to a pragmatic understanding, coordinated member categories reaction, attributing his characteristic potential carriers, definition, specification via stimulus synonym). On verbs material T.G. Rodionova de-

financed basic strategy of identifying them with the characteristic action through the outlet on the particular situation.

The basis of the identification of strategies adopted by the main mechanism of speech perception: holistic and piecemeal, or a combination of them in establishing links with other units of the lexicon in several ways. When analyzing the perception of new words S.I. Torgoeva brought the thesis of the simultaneous perception of new words like integrity and as a combinatorial unit [10].

In this regard, it is useful to recall the psycho semantics G. Guillaume, on participation (allocation) and generalization (generalization) - stages of the passage of words in the spirit comparatives. According to G. Guillaume: - "This, when it starts, even when still preparing, uses language that exists in the thinking in the form of already built" [5, 53]. Participation and generalization - basic, basic operations that the Supervisory-are unconsciously G. Guillaume calls the general idea, the usual (ordinary) thought. Going through several phases: Target aspiration, the creative language and speech, and the double movement of thought (from the particular to the general and back). In this case, scientists believe, it is the essence of generalization and participation. As a result of these phenomena in the Indo-European languages as a potential linguistic unit acts as a word and as a sales speech unit - offer. Considering the system as a word, Guillaume suggested employing methodology positional linguistics as construction deployment mechanism word. His method is to intercept a thinking activity using vector-sections, cross dissecting horizontal lines - and universalization thus crushed phase of forming words in activity. The basic idea of G. Guillaume, laid the foundation of his teaching is the clear separation of the physical and mental, which was one of the first steps in the direction of the functional method of language learning. G. Guillaume repeatedly in his writings complained that: - "In the language for which the value is a necessary feature, struggling so try to limit the consideration of the physical aspect, insignificant, if he does not hide mentalist, generating value" [5, 72] . which was one of the first steps in the direction of the functional method of language learning. G. Guillaume repeatedly in his writings complained that: - "In the language for which the value is a necessary feature, struggling so try to limit the consideration of the physical aspect, insignificant, if he does not hide mentalist, generating value" [5, 72] . which was one of the first steps in the direction of the functional method of language learning. G. Guillaume repeatedly in his writings complained that: - "In the language for which the value is a necessary feature, struggling so try to limit the consideration of the physical aspect, insignificant, if he does not hide mentalist, generating value" [5, 72] .

Essentially, G. Guillaume interested in the etymology of meaning, values, to this end, he developed his theory of linearization. Communication

and the difference between the material and the mental, superficial and deep structure of the words, the plane of expression and contents of the plan, worried scientists for a long time.

The identification sign and denotation has its origins in the work of the past linguistics when the most that could make scientists, is to divide the expression plan and content plan, to oppose speech language, select the object semantics of linguists study. Now the problem of identification examined for sensory, verbal and visual, auditory levels. This is due to the fact that people born of communication, standing apart from the time and becoming the subject of high-powered scientific research, language has lost its key feature

- Communicative, but he returned to communicate, he thereby allowed to learn human activity, speech acts and discourse, the underlying.

In essence, badge identification and denotation occurs on verbal and nonverbal levels simultaneously. Exchange itself is essentially the information can not be purely verbal, as in the communication the inherent value of the human factor, which means that there ethno psychological, social aspects that are not directly related to the verbal analysis of speech acts.

Thus, in the display of the cognitive image of a situation of communication with the internal organization of discourse (speech) play a significant role both verbal and non-verbal means.

Verbal means of communication are actively involved in the mapping frame as a reference situation (semantic aspect of priority), and the script of communication (priority pragmatic aspect), while non-verbal means, as a rule, manifest in spontaneous speech.

So, in today's communication environment, the natural language is still not the only means of communication. In cooperation with the signs of a different nature verbal signs are successfully implementing their communication functions.

The identification process is not only verbal, but also on non-verbal (extra-linguistic, paralinguistic) level. In order to achieve mutual understanding between communicants here, as is the case with the theoretical possibility of a purely verbal communication, communicants should have a common set of presuppositions (certain facts, objects, total fund of knowledge). All nonverbal communication: classic, factional and others, should be clearly linked to a specific situation of use and correlation with cognitive essence, due to a certain intention of communicants. Only in this case will act identifying the model used and verbal communication.

S.I. Togoëva emphasizes subjectivity and values enclosed in a particular sound or letter form, value, reflecting "the prevailing cultural values and specific to a given culture methods of social interaction" [10, 128]. However, the foregoing is by no means unconditional support for the linguistic relativity theory Sepira Uorfa. Of course, the way people think, is determined by

the categories available in their native language, but cannot agree that the differences between the languages themselves entail differences in the way they think media. Thus, one cannot say that thinking is not entirely dependent on the language, as well as the reverse. In this connection, Anna Wierzbicka offers carefully selected words, taking into account their linguistic and conceptual realities of the translation of certain words (values) from one language to another. In his early works, the researchers propose to use the so-called semantic primitives [4] universal language and semantic concepts. she later comes to the need for the so-called "mini-language" elementary (basic) language, "which we can then use as a meta-language to talk about languages and cultures, as it were from the outside" [3, 307]. For this purpose, Anna Wierzbicka lexical universal stand (identified by the deep analysis), universal syntax values , "optional valence" [3, 307]. universal language and semantic concepts. she later comes to the need for the so-called "mini-language" elementary (basic) language, "which we can then use as a meta-language to talk about languages and cultures, as it were from the outside" [3, 307]. For this purpose, Anna Wierzbicka lexical universal stand (identified by the deep analysis), universal syntax values , alloleksiya "optional valence" [3, 307]. universal language and semantic concepts. she later comes to the need for the so-called "mini-language" elementary (basic) language, "which we can then use as a meta-language to talk about languages and cultures, as it were from the outside" [3, 307]. For this purpose, Anna Wierzbicka lexical universal stand (identified by the deep analysis), universal syntax values polysemy"optional valence" [3, 307].

It is in communication, there are constant changes in what is meant by the communicants which introduces all the new interpretation of the meaning is perceived, as well as their own. And since when teaching language used primarily model of communicative acts, an integral part of teaching any foreign language is not so much as approach that takes into account primarily the pragmatics of language.

It is known that language values are basically pragmatic, t. To. Are associated with man and speech situation, so the use of the so-called base, or "mini-language" of Wierzbicka, can be made, based primarily on the common spoken language, which is both the product of an oral or written "folk art" in the least characteristic of someone's authorship. But in this case there are certain difficulties, related primarily to the different representation of the carriers of one language in grammar, syntax connectivity (for example, the phenomenon anacoluthon), denotative fullness, functional and a truth equivalence of sentences and utterances - in short, everything that is connected with idiolects various social groups of people - carriers of the same language.

Some of these values can be attributed not only to predicate nominative or groups, but also the so-called "taxonomic categories of relations between

people" [1, 411-412], is meant by an abstract notion, expressed by the words "love" type, "friendship", "loyalty", "the family." In this case, the process of identification sign and denotation is related primarily to cause a variety of reference of all the difference in the understanding of the interpersonal relationships among different peoples, nations and ethnic groups. If you do not take into account the nuances of emerging in a different perception of phenomena, processes, and so on. E. Layering on each other, they can contribute to the distortion of the overall meaning of the utterance (text, discourse), that inevitably will lead to a communication failure. For example, in the Russian translation of the words «mate», «friend» and thus, "Friendship" or «comradeship» may be an inadequate understanding of the statements, because these words can not only be translated as "friend" or "friendship". In Australia, the word "mate" is primarily to "people like me", thus implied a close connection between calling themselves the word, refer to themselves as "mates". We can say: «Just a friend», but to use the statement: «Just a mate» it would be incorrect. Perhaps only when close contact with carriers of the Russian language can be found, for example, what a difference there is between the treatment "comrade" and the same word used in relation to each other, and what assessment and emotional burden bears the word. There is also a differentiation in discourse taking into account gender, age and social characteristics. For example, in the Japanese language by age:

Thus, the concept of adequacy directly linked with the problem of identification mark and denotation exists regardless of the language, but is determined by data of a society, ethnic and cultural and historical artifacts.

Fortunately, humanity, despite the difference in the development of their civilizations, thinks the same categories of understanding the world, hence the source of possible interpenetration of different cultures, languages and divergence to convergence.

In teaching Russian as a foreign language cannot do without taking into account the mentality of speakers of other languages. Some semantic, syntactic structure or meaning of individual words can be confusing for the users due to the lack of these categories in their ethnic worldview and outlook. Therefore, the desired identification mark and denotation in studying the Russian language is not going to happen as not to happen adequate perception, which ultimately will lead to communication failure. The use of certain concepts adopted for members of one ethnic group may not be appropriate for other cultures. This can be illustrated in the well-known fact in the absence of opposition in English pronouns "you" and "you", resulting, for example, to the inability to adequately transfer the meaning of the poem, AS

Additionally, there is a sufficient number of symbols, characters, equally represented in the form (written or spoken language, and varying severity

ideography t. D.) In different people, having, however, different references. The simplest example is the totem of carrying a number of positive qualities (associations) of one ethnic group and not representing the totemic features for other people. So, bear-father to the eastern Slavs, does not bear any meaning for African and Western Slavs progenitor considered a wolf, for the Chukchi people - kit for Indian cow -.. Sacred animal, etc. For example, Muslims consider the pig "untouchable" animals, whose mere presence offends the human flesh of this animal is prohibited for human consumption. A Christians (Italian, German, eastern Slavic et al.

Thus, in the process of learning Russian as a foreign language has a place not only to cross-language, cross-cultural identification but also because language and culture are interrelated. Linguo-ethnic barrier arises at the communication may be composed of different factors: discrepancy systems (structures) languages (studied and native) language and speech discrepancy standards. Discrepancies in the presuppositions (macro or micro) carriers of a language associated with the very existence dentate referent.

The name of the representatives of the exotic flora and fauna, some realities, events, etc. formed throughout the history of a particular ethnic group since its inception. Other people's realities of data may not be clear because of the impossibility of identification sign and denotation. That simple African word meaning "snow"? Probably the same thing for the Russian "guava", that is, identification uncertainty lacuna of uncertainty (or zero) reference.

In connection with the increase in cross-cultural and cross-language communication "white" spots due to conceptual semantics of meta-language is becoming less. For the identification of a particular mark and denotation great assistance can have interactive models, for which, unlike the semantic interpretation, the idea of a parallel characteristic of signal processing at all levels, but not when receiving a phonetic and syntactic representation.

Thus, the interpretation of each word occurs with a native speaker indissoluble interaction of cognitive, perceptual, emotional functioning of components of the image word in the individual consciousness. Therefore, when communication is constantly changing it is assumed that communicants bring to each new moment of speech, speaking as the interpretant as the perceived and its own information, forming a complex mechanism of formation of the language rules through the mutual influence on each other USUS, socialist, idiolect speakers of a language, since language rules often reflect the frequency of use of the form, sign, structure, and so on. e. a particular language in communication.

In recent years, in the linguistic literature sufficiently detailed coverage received category selection, understood as opposed to isolated and background information.

However, the study selection is at the initial stage. In particular, it remains a controversial issue of the allocation of the category to the category of communicative focus [3]. A number of authors, e.g. T.M.Nikolaeva, considering focal saliency selection as an example, due to semantic relations between components communicative utterance structure, and do not relate to the selection of the focal element implementation cases selected category [2]. We take the view T.M.Nikolaevoy to focus both on the category, significant substantive aspects which are not included in the semantics of the allocation, and therefore not a particular manifestation of the category selection. Focus function is the formation of a speech act, message information of the source statements at [1]. However, we assume, that the selected category is included in the informative focal plan and reveals varying degrees of opposition of the focus the rest of the propositions and the other elements of the current text fragment. Appeal to the category selection, one of the functions which, according to our assumption, is marking thematically important information, it is necessary to obtain an adequate understanding of the interaction of focus offers a meaningful structure of the text. Thematic importance of the element expressed in the presence of semantic and relations with the elements to develop the basic thematic line of text. Depleted proposal is a means of implementing the category selection.

We give the definition of which is split proposal. Depleted proposal - a complex sentence in which the proposition expressed by the chief and subordinate sentences. In English, the prototypical shaded proposal has the form: it + be + X + subordinate sentence. Component X (Cleft element) together with the subordinate sentence (Cleft-Clausen) express the same meaning as the corresponding simple sentence [2].

The object of this work is the identification of the interaction between proposals focus-split type and structure of the text content.

Which does not mean women chiefs are not tough when they need to be. acting San

Francisco Police Chief Heather has an advanced degree in social work, but it was her reputation as a stern disciplinarian that got her the job. She was brought in to clean house after the last police chief resigned in scandal. "There will always be people who say, 'She can not do it because she's not physically as strong'," says Fong. "But when there's [a] tough decision to be made, I can make it." That's the kind of strength a modern police force needs. (1)Traditionally shaded proposal was seen as a means component is placed in the position of Cleft element. Generally understood as such transformation syntax, which leads to labeling as a focus element, which is in the corresponding canonical sentence topic. In the example (1) in the shaded sentence carried element «her reputation ...». However, the proposal does not shaded only changes communicative function Cleft element, but it per-

forms additional allocation. The high level of saliency focal element leads to the fact that it is dedicated not only to the rest of the sentence, but also in relation to the elements of the context environment. The special role not only at the level of proposals but also on the level of the text is a feature which is split focus of this type of offer. The focus is "her reputation ..." leads to the fact that the semantic relation of this element with the following text is placed at the center of attention of the reader. In the following text, the theme of women's ability to tough measures is being further developed, indicating focal element "her reputation as a stern disciplinarian". Thus, the selection of focus which is split proposal allows for a transition to a new topic. Depleted sentences in which Cleft element has a high level of saliency, usually function as markers in the text of a fragment is complete. That the semantic relation of this element with the following text is placed at the center of attention of the reader. In the following text, the theme of women's ability to tough measures is being further developed, indicating focal element "her reputation as a stern disciplinarian". Thus, the selection of focus which is split proposal allows for a transition to a new topic. Depleted sentences in which Cleft element has a high level of saliency, usually function as markers in the text of a fragment is complete. That the semantic relation of this element with the following text is placed at the center of attention of the reader. In the following text, the theme of women's ability to tough measures is being further developed, indicating focal element "her reputation as a stern disciplinarian". Thus, the selection of focus which is split proposal allows for a transition to a new topic. Depleted sentences in which Cleft element has a high level of saliency, usually function as markers in the text of a fragment is complete. The focus is a proposal which is split allows you to make the transition to a new topic. Depleted sentences in which Cleft element has a high level of saliency, usually function as markers in the text of a fragment is complete. The focus is a proposal which is split allows you to make the transition to a new topic. Depleted sentences in which Cleft element has a high level of saliency, usually function as markers in the text of a fragment is complete.

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Consider the example of functioning in the discourse which is split offers a focal Cleft-Clausen, which is characterized by a low level of the selection. It should be noted that in the current literature is a recognized fact that the Cleft-element may function as a topic, and component Cleft-clauses as a focus [4] and [5].

Born in Warsaw, my mother was 25 when the Nazi attack upon Poland catapulted the world into war. She and her parents were herded into the Warsaw Ghetto. At the beginning of the war my mother had married, and it was her husband who helped her escape from the ghetto in March 1943. He was caught and killed shortly afterward. (2)

Despite the fact that the element «her husband» is characterized by a high level of salience in relation to the elements of the contextual environment than Cleft-the clause, we qualify this item as a topic, because it is associated with the element preceding sentence «had married». We assume that the selected elements can not be considered as a focus marker. The sequence of the components shaded in the same sentence as in the corre-

sponding canonical sentence «Her husband helped her to escape from the ghetto in March 1943". A sufficiently low level of saliency elements of this type which is split suggestions An opportunity, due to the fact that the use of which is split supply structure in this case does not lead to such significant changes in the role of elements of the communicative and semantic structure, what leads to the use of topically-split sentences with Cleft-Clausen. The low level of salience focus Cleft-clauses in relation to the elements of the contextual environment makes low level of its. Proposition focal Cleft-clauses is not thematically important in the following text.

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Semantic classification of negative phraseologisms in German and Azerbaijani languages and their negative affirmative transformation

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Abstract. In this article the characteristic features of decadence trend, the forms of its manifestation in literature is spoken about. This trend was spread as separate wave of social- of world processes. So, in this article we point out, that 90th of XX century are characterized as "transitive" period. That chaotic time, complicated social situation also created some declining mood in national literature. But, in the same time, that mood in general was result of world perturbations, their influence on all national literatures.

The article deals with the semantic features of negative phraseological associations and their denial-approval variability created in the pragmatic aspect. The main purpose here is to analyze and investigate the structural-semantic and communicative-style characteristics of negative phraseologisms that fall into the object of the research, and the materials of the two languages, which have been compared with the denier elements of affirmative phraseological associations. Therefore, the comparative interpretation and analysis of phraseological combinations with the absolute denial of German and Azerbaijani languages are explained, and their communicative act explains the possibilities of denial-approval variability.

Keywords: decadence, trend, decline, poetry, chaos, degradation, moral crisis, problem of end.

Introduction.

Negative phraseologisms, which constitute the subject of the research, are analyzed and compiled based on numerous examples of their constituent parts. It should be noted that the term "negative phraseologism" was tak-

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en from V. Haynemann. For the first time, V. Haynemann has called "negative frazeologisms" in his article (1, p.472) for the first time, with denial and negligible frazeological associations.

However, studies on fraudulent frazeologisms show that they are in the process of communication. Significant frazeological combination of denial is never always. If the judgment can not deny that the firm. This option allows playback of speech and functional style styles. So, deny and confirm mutual relationships and dependence on the semantic cross-section of negative frazeologisms and extensive options.

When conducting a semantic analysis of negative frazeologisms, we find a number of difficulties arising from the national character of frazeologism during the expression of negative frazeologism, which is a special group of complex lexical units of the language, in their expression in Azerbaijani language. However, the main purpose of this research is not only to translate the negative frazeological combinations selected from the German into Azerbaijani or to identify their equivalent. The object of the research is an important problem: a targeted impact analysis, functional and semantic classification and a negative frazeologism predicts. The negative frazeologisms in the German and Azerbaijani languages are studied in the context of structural-typological and structural-semantic analysis as a criterion for denying the role of the constituent in frazeologism and its expressions in the language spoken.

E. Vorbs writes in his article on semantic research of the phraseological compounds: "It is impossible to consider the problem of semantic inaccuracies (Vagheit) as a result of" denotative-referential complexity "and" broad interconnection" (2, p.39).

It is clear from the analyzes that this complexity and inaccuracies are evident in the description of the meaning of negative frazeologisms in the Lithuanian religion, in the identification and interpretation of their equivalent in Azerbaijani language. Considering that the semantics of negative frazeological associations arose from the effects of solid colloquia between the meanings of frazeologisms and their individual components, the denial is mainly referred to as a denotative meaning in the study of the constitutive frazeologism, in other words, this research is based on the meaningful meaning of frazeological negatives.

Based on semantic analyzes, the absolute disadvantageous negative frazeologisms in the German and Azerbaijani languages can be divided into two groups:

1. Necessary denier, affirmed meaningful negative frazeologisms,
2. Negative frazeologisms with denied, denied content.

In the semantic affirmation of negative frazeological compounds, V. Flusher's reference was made. V. Flaysher notes: "There is no denial in the sense of the frazeological units containing denial" (3, p.

Take a semantic analysis of the examples of the first group on the German language material:

(1) aus seinem Herzen keine Mördergrube machen = seine Meinung offen sagen - open the idea;

(2) nicht von schlechten Eltern sein = beachtlich sein - be attentive;

(3) sich nicht lumpen lassen = jmdn. großzügig beschenken / bewirten - To be generous / generous;

(4) from Blatt vor den Mund nehmen = etw. offen aussprechen - speak openly;

(5) from Hals nicht vollkriegen = immer noch mehr von etw. haben wollen - Be angry ;

(6) nichts als jmdn. / etw. im kopf halten = zu sehr an eine ganz best imte Person / Sache denk - like / spin in the brain;

(7) mit etw. nicht hinter dem Busch halten = etw. direct sagen - to say the word;

(8) nicht auf den Mund gefallen sein = gut reden - not to be fooled by words;

(9) keine große Sprünge machen = wenig Geld haben - to be handy;

(10) keiner Fliege etw. zuleide tun (können) = einen sehr sanften Charakter haben - be moderate, do not find any ants, and so on.

It is clear that the denial of the frazeologisms in German is not a denial, but rather an approved meaning. An interesting puzzle is revealed: what is their meaning in the Azerbaijani language or their meaning, or denial? We see that all of the equivalents in Azerbaijani (8) and (9) have both the approved structure and the approximation semantics. (8) denial is a meaningful frazeological combination, [9] and a liberal frazeological unifying implicit meaning of denial. Here is the result: It can be quite similar to the semantics of different structures in German and Azerbaijani, which have a completely different typological structure.

Similarly, it is interesting to have such an analysis in the context of selected examples from Azerbaijani. True, such an analysis is not so easy. This is because the definition of meaningful or inaccurate negative frazeologisms in the German language in the German language, or its correspondence, or rather its equivalent, requires rich knowledge and experience. Let's look at the comparison:

(1) not to neglect = always keep in control - equivalent: jmdn. nicht aus den Augen lassen;

(2) not to fall in the spirit = to persevere despite any difficulty - equivalent: den Mut nicht verlieren;

(3) unobtrusively beautiful, unstable flower = everything is defective - descriptive accuracy: in jeder Schönheit herrscht die Hässlichkeit or alles Gute hat auch Nachteile exact equivalence: keine Rose ohne Dornen;

(4) angry head does not mind = everything can be expected from angered - equivalent: böser Kopf kann nichts Gutes reden;

(5) do not break your heart = fulfill your wishes - equivalent: jmdm. zu Willen sein;

(6) do not go wild jacket = everywhere is bad, but well - word-by-word: es gibt keinen Wald ohne Schakal (Goldwolf);

(7) tongue not to sneeze = talk continuously - equivalent: die Zähne auf der Zunge haben;

(8) not to mention = to answer everything - equivalent: jmds. Mund steht nicht still;

(9) Do not do everything for others = Equivalent: sein Leben für jmdn. / etw. einsetzen;

(10) Do not fit into the mouth of a rabbit in the mouth, but to brag - equivalents: a) Mund aufreißen / vollnehmen, b) einen großen Mund haben).

We see that half of these negative frazeological combinations in the Azerbaijani language are in the German equivalent of the half (1, 2, 4, 6, 8) or in the meaning of the denominator as an essential component. However, although the denial occurs as an essential element of the element, these equivalents serve the testimony of a valid meaning. This also shows the semantic similarity of negligible frazeologisms in the denial structure of the diversified German and Azerbaijani languages. The other half equivalents are both meaningful and meaningful in terms of meaning. Thus, this remarkable notion of negligible frazeologism, which is regarded as the mirror of the life of different peoples, allows the German and Azerbaijani people to think in some ways in their thinking. This group of negative frazeologisms is based on the phenomenon of transposition, that is, the denim element in the syntactic structure of the frazeological unit acts as a linguistic factor of neutralization.

Structural analysis revealed that only eight denial elements were found to have occurred in the German language of negative frazeologism with fifty essential denials analyzed in Azerbaijani. The semantic analysis has shown that 50% of them are a meaningful combination. This structure, which draws attention to negative frazeologisms, is that semantic constriction is conditioned by their complex language unit and promotes the expansion of opportunities in the pragmatic moment.

The second group of negative frazeologisms encompasses such frazeologisms that the denial of the constituent does not function as a formal structural element, but rather constitutes an important part of the general semantic structure of frazeologism. Hence, the negative frazeologisms included in this group constitute a denial of meaning. In this case, the absolute denied meaning of frazeologisms is that it is impossible to transform such frazeologisms in a positive way.

The results obtained from the study show that this group of negative frazeologisms is much greater than the negatively-positive negative group of frazeological associations.

We encounter critical considerations in theoretical sources related to negative frazeologisms. U. Fiks notes: "Undoubtedly, the unanimity of a merger can not be acknowledged without interfering with the composition of the existing unity, without damaging its characteristic features." (Eine Wendung, die als Negat existiert, kann nicht auf die, ohne dass die Wendung in ihrem Bestand angegriffen wird, ohne dass der Wendungscharakter gefährdet wird "(4, p.70).

Let us note that semantic analysis of negative frazeologisms in the Lithuanian language was based on the description method. The semantic base structure of the negative frazeological compound studied at that time was described by another word or phrase. Here are some examples:

(1) keine Augen im Kopf haben = nicht aufpassen - not to believe in your eyes;

(2) kein Bein auf Erde kriegen = nicht zum Zuge kommen - to be backless;

(3) die Katze lässt das Mausen nicht = jmd. kann seine alten Gewohnheiten nicht ablegen - reddish grave;

(4) das kann kein Schwein lesen = das kann niemand lesen - that is not the case with God;

(5) keine Nerven haben = sich durch nichts nervös machen lassen - thickness of the heart;

(6) mir schwand nichts Gutes = ich ahne Unheilvolles - to sink into your heart;

(7) niemandem ein Haar krümmen = jmdm. nichts zuleide tun - do not hurt someone;

(8) etw. geht / will jmdm. nicht from Kopf = etw. ist so unerwartet, unlogisch, dass es jmd. nicht versteht - do not go to mind;

(9) nicht alle auf der Latte haben = nicht ganz bei Verstand non-minded;

(10) sich keinen Zacken aus der Krone brechen = sich nichts vergeben - do not despise yourself and so on.

Let's take a look at the semantic analysis of the negative frazeological combinations selected from Azerbaijani and the comparison of their German language equivalents:

(1) not to wear hair = not to worry - nicht mit der Wimper zucken;

(2) not grabbing his hand - do not do anything - Finger rühren, nicht einen Finger für etw. crimum;

(3) not to lose branches = not to develop - auf keinen genera Zweig kommen;

(4) do not look at your net = do not pay attention to anything. aufs Geratewohl machen;

(5) do not give peace to someone = to worry about someone - jmdm. keine Ruhe lassen;

(6) do not try to get rid of ants = do not mess with anyone - kelie Fliege zuleide tun;

(7) does not have anything to do, nor shafts = nothing, is one of the lame - werder Haus noch Hof haben:

(8) do not scratch his hand - do not do anything - weder Hand noch Fuß rühren;

(9) hurt = not knowing what to do - das Geld nicht ansehen;

(10) do not count on the dog - jmdn. wie einen Hund behandeln.

Comparative analysis here allows us to come to such a conclusion on these languages, which have different typological structures:

German negative equivalents of Negative Frazeology 2: 3 in Azerbaijan, namely (1), (2), (4), (7), (8), (9) and (10), are negative frazeological combinations. These equivalents are not only denial, but also negatively significant. Examples above (3), except (5) and (6), confirm that.

From the above examples, we can clearly see from the above examples that negative frazeologic associations analyzed in semantic aspect of Azerbaijan are negative frazeologisms of 4: 5 in German: , (8), (9). Only denials of (4) and (10) are the plurality of signals, in other words, the liberal frazeological associations.

Based on the semantic analysis of negative frazeological associations in German and Azerbaijani, the following facts can be attributed to the fact that the ratio between the necessary denial and negative semantic frazeologist equivalents is not 1: 1. While the German language is rich in negative frazeological combinations, the relative limitation of these types of frazeologisms is remarkable in the Azerbaijani language. If frazeological negatives in the German and Azerbaijani languages are examined in terms of absolute equivalence, their morpho-syntactic and lexical approach is also required. However, the typological difference between the German and Azerbaijani languages leads to certain limitations in the structural and semantic sense of absolute equivalence. As the specimens confirm, the typological diversity causes the Azerbaijanis who study the German language to face serious difficulties in a number of cases.

Typological analysis of negative frazeologisms in German and Azerbaijani shows that some important differences between languages are observed on the analytics-synthesis scale. Despite these differences, the overlapping of semantic equivalents or lexical components in both languages is explained by the historic existence of economic, political and cultural relations among the peoples and the general character of human thinking. Semantic similarity can be regarded as a symbol of the international character of negative frazeologisms. It is known that the frazeologisms of each language serve the symbolic language of the environment and form the

treasury of that language. The meaning similar to that found in German and Azerbaijani languages with different typological structures has universal logic, psychological and linguistic self. In the frazeological system of language, the figurative expression of the environment is related to national character but also has international attributes.

Note that semantic analysis is based on a number of heuristic criteria in German and Azerbaijani languages. It has been objectively oriented to the regularity of the frazeological system of the languages spoken here.

Dobrovolski writes: "Structural-typological parameters mean that intercultural communication is understood to mean that the languages studied by such research are either non-existent, developed or non-widespread, widespread or non-propagated, and so on. is a set of features such as "(5, s29).

The imbalance in the above-mentioned results is due to the fact that the fundamental differences in the structure of the German and Azerbaijani languages are distributed to the lexical constituents of fixed units operating in the frazeological system of the same languages. Therefore, the degree of involvement of different language levels in the realization of the invariant semantic load in different systemic languages, and their functional peculiarity, confirms the importance of typological research in the concrete language. Structural-semantic analysis of the object of the research on the comparative aspect of the negative frazeologisms, which forms the deep layers of the language structure and is chosen by its relevance.

As a result of these analyzes, it is possible to make such a generalization: the meaning of a number of negative frazeologisms does not always mean the meaning of its constituent parts. Because the denying element in the composition is not reflected in the meaning of these fraudulent combinations. Such denial of confirmation containing a significant negative phraseology *birləşmələr* has been attributed to the first group. As can be seen from the semantic analysis, the denial of the negligible frazeologisms of this group does not serve as a denial of the meaning. Here are the categories of approved-negation and internal structural conditions going beyond surface level *hındəki birtərəfliyi* manifests itself in the encounter.

We can see that the constants of the German and Azerbaijani languages, which constitute the frictional system of the French language, are structurally different, and in both languages there are many frazeological associations.

H.Beyramov, a prominent researcher in the field of frazeology in Azerbaijani language, said: "Most phrasal compounds are paralyzed, and a small part is equivalent to other speech parts. Therefore, it is necessary to divide the frazeological units in Azerbaijani into two groups: I. Frazeological associations. II. Non- frazeological associations (6 , p.71).

The study of negative frazeological compounds allows us to say that 3: 4 of the frazeological compounds forming the frazeological system of each of the two comparable languages are the frazeological associations which have a certified structure. But how can we deny the frazeological associations of the certified structure? And should a certain rule or principle be respected here?

Studies have shown that the denial of frazeologisms with a certified frazeologist has certain limitations, which means that not all frazeological associations can be denied equally. In this case, there are several questions:

1. What subtle frazeologisms can unite with denied elements?
2. Can all affirmative verbal frazeological associations be used with denying elements? Otherwise, there are certain limitations?
3. What are the laws of discrepancies?

These questions can be explained on the basis of the German language material. Based on the analysis of separate frazeological associations, it is possible to say that the first and second questions depend on the dependence of the frazeological associations on stability and idiomaticity. Studies also show the existence of radical differences between the linking of verbal frazeological associations into denial elements and the specific and general denial of free expressions.

There are three articles in the German language literature related to this problem: V.Hayneman "Phraseologist mit neg - Constituenten und NEG-Phraseologismen in der deutschen Sprache der Gegenwart" (7, p.470-477), J.Korhonen "Zur syntaktischen Negationskomponente in deutschen und Finnischen Verbidiomen" (8, pp. 7-23) and I. Zurück's "Zur Negierbarkeit von Finnischen Verbidiomen" (9, pp. 81-97). It should be noted that these articles are the primary sources of information on the problem that are waiting for their resolution, and this is the reason for solving this issue. Because he is talking about this problem in the three research projects, or even a thesis, nor the article y axis.

It should be noted that the process of frazeologisms with denial elements is not as simple as free syntactic compounds. V.Filsher puts forward such a hypothesis: "It is possible to deny Frazeologisms, which means that the denial element is not frazeent in this case. That is, denying the element is not a component of frazeologism. It should also be noted that not all frazeological units have the ability to deny words. Here, the dependence on the semantic and structural features of frazeologisms and the semantic constraints of their constituents plays a major role. The possibility of linkages with certain types of frazeological associations, which have different structures, also depends on the contextual relationship. Thus, some frazeologisms can not be perceived as denier (negierungsfreundlich)" (3, p.91).

Apparently, it is not an easy task to explore such a challenging problem on the basis of the material of two different languages. However, we also consider it necessary to make the first attempt here. It should be noted that, in the German language, frazeologisms are denied, especially from the denial of nicht and the denial of denial. Along with these, various envelopes, pronouns, and binders show themselves in the form of strengthening factors. Einfach, einmal, ganz, gerade, mehr and nachelements can be added to denial of nicht and can lead to denial within the merger. Some of these intensity elements are optional. Let's look at the examples:

(1) nicht (einfach) vom Himmel fallen = seine Vorbedingungen haben, nicht grundlos entstehen - Halva-halva is not a sweet mouth: Eine erfolgreiche Karriere fällt nicht einfach vom Himmel ("Sonntag Aktuell", 2006, No. 14).

(2) nicht (einmal) piep sagen = kein Wort von sich geben, sich nicht äussern - Die Ziege von Schwiegertochter sagte den Weg nicht einmal piep (K. Kant "Das Impressum", 147).

(3) nicht (ganz) ohne sein = 1. nicht so harmlos sein - not to be smooth: Der Weg über from Gletscher ist für Anfänger nicht ohne ("Tagesschau" Fernsehsendung).

(4) nicht so schlecht sein, wie man annehmen könnte - not too bad: Der neue Lehrer ist nicht ganz ohne .

(5) das Pulver (auch) nicht (gerade) erfunden haben = nicht besonders klug sein - yelbeyin: Dein Freund hat wohl auch nicht gerade das Pulver erfunden .

(6) And he who walks in the wilderness, let him go. nicht interessiert sein - not to be interested in one or something: Erst war der Nachbarsjunge sein bester Freund, jetzt will er nicht mehr von ihm wissen .

It is understood during the study that in the German language there is a large number of frazeological associations formed by a name and a certain number, and nicht denial in denial of their use. Let's look at language facts:

- (1) die Flinte ins Korn werfen - nicht die Flinte ins Korn werfen;
- (2) die Klappe halten - nicht die Klappe halten;
- (3) sich an etw. die Zähne ausbeißen - sich an etw. nicht die Zähne ausbeißen;
- (4) vom Himmel fallen - nicht vom Himmel fallen;
- (5) sich mit fremden Federn schmücken - sich nicht mit fremden Federn schmücken;
- (6) jmdn. ins Grab bringen - jmdn. nicht ins Grab bringen;
- (7) in die Binsen gehen - nicht in die Binsen gehen;
- (8) jmdm. Mund fahren -jmdm from Uber. nicht über den Mund fahren;
- (9) sich in der hand haben - sich nicht in der hand haben;
- (10) in einem Boot sitzen - nicht in einem Boot sitzen and so on.

The analysis of the material in the Azerbaijani language also shows that there are such verbal frazeological combinations. In other words, there is also a frazeological unit in the Azerbaijani language, which is a decentralized structure that can be denied. In the denial of such positive verbal frazeologisms, the denominator draws a leading position. Let's look at the examples:

- (1) hope - not to give up hope;
- (2) to give up - not to give up;
- (3) to push a foot - not to walk;
- (4) put his nose into his nose;
- (5) mouthpiece - mouthpiece;
- (6) close eyes - do not look eye;
- (7) betrayal - betrayal;
- (8) to come to the brink of misery;
- (9) burn incense - not to burn;
- (10) go to the heart - do not go to the heart and so on.

It is clear from the examples that it is possible to deny this frazeological compound of this certified structure.

Affirmative verb in German during frazeologizmlərin denial denial nicht kein element with an element of denial olunr used. The importance of the rejection of these elements depends on the elements that make up the frazeological compound. Thus Germanic components deny nicht in denial of frazeological associations composed of names and pronouns pronouns can be used. Interesting examples are interesting:

- (1) jmdm. von den Hacken gehen - jmdm. nicht von den Hacken gehen;
- (2) sein wahres Gesicht zeigen - nicht sein wahres Gesicht zeigen;
- (3) mit rechten Dingen zugehen - nicht mit rechten Dingen zugehen;
- (4) seinen Mann stehen - nicht seinen Mann stehen;
- (5) seine Finger / Hände von jmdm. / etw. lassen - nicht seine Finger / Hände von jmdm. / etw. lassen;
- (6) für jmdn. seine Hand ins Feuer legen - für jmdn. nicht seine Hand ins Feuer legen;
- (7) seine Klappe halten - nicht seine Klappe halten;
- (8) seine Zunge im Zaum halten - nicht seine Zunge im Zaum halten;
- (9) in die Binsen gehen - nicht in die Binsen gehen;
- (10) jmdm. die Stange halten - jmdm. nicht die Stange halten and so on.

However, we see the use of the word denial to deny verbal frazeologisms in the German language, which consists of names and indefinite sentences. For example:

- (1) jmdm. schönen Augen machen - jmdm. keine schönen Augen machen;
- (2) jmdm. einen Korb geben - jmdm. keinen Korb geben;
- (3) einen Hacken haben - keinen Hacken haben;

(4) bei jmdm. einen Stein im Brett haben - bei jmdm. keinen Stein im Brett haben;

(5) jmdm. schöne Auge machen - jmdm. keine schöne Auge machen;

(6) jmdm. einen Bären aufbinden - jmdm. keinen Bären aufbinden;

(7) einen Haken haben - keinen Haken haben;

(8) sich ein Herz fassen - sich kein Herz fassen;

(9) mit jmdm. ein Hühnchen zu rupfen haben - mit jmdm. kein Hühnchen zu rupfen haben;

(10) jmdm. einen Bären aufbinden - jmdm. keinen Bären aufbinden et al.

The study shows that all verbatim verbal frazeologisms are not convincing. It is possible to deny the frazeological associations within certain syntactic and semantic conditions. The most important of these conditions is the dependence of the rejection process on the degree of frazeologism and idiomism. It should be noted that the verbal frazeologisms, which have a strong idiom, are inadmissible.

H. MMilitz said: "artikllə certain compounds have been used phraseology nicht deny his name with an element of uncertain artikllə or proposal is rejected, with the help of pronouns have been used to deny the kein" (10, s232). Let's look at this idea on the basis of language considerations:

(1) in die Binsen gehen - nicht in die Binsen gehen = entzweigen, unbrauchbar werden;

(2) jmdm. from Mund fahren - jmdm. nicht über from Mund fahren = jmdm. auf ungehörige Weise beim Sprechen unterbrechen;

(3) sich in den Haaren liegen - sich nicht in den Haaren liegen = sich nicht streiten;

(4) ins Wasser fallen - nicht ins Wasser fallen = nicht zustande kommen;

(5) mit etw. hinter dem Berg (e) Busch halten - mit etw. nicht hinter dem Berg (e) Busch halten = nicht verheimlichen;

(6) jmdm. einen Bären aufbinden - jmdm. keinen Bären aufbinden etw. Unwahres sagen;

(7) einen Bock schießen - keinen Bock schießen = einen elementaren Fehler machen;

(8) einen Haken haben - keinen Haken haben = mit einer verborgenen Schwierigkeit verinen sein;

(9) ein Hühnchen zu rupfen haben - kein Hühnchen zu rupfen haben = sich mit jmdm. auseinanderzusetzen haben;

(10) jmdm. schöne Augen machen - jmdm. keine schönen Augen machen = mit jmdm. flirting

However, semantic analysis shows that during the functional application of verbal frazeologisms, this is the case. Thus the name of vague phraseology compoundskein artikllə or not the proposal is processed, can be ne-

gated through nicht ədatı denied. It can be seen more clearly when using verbal frazeologisms in specific sentences:

- (1) Das ist nicht light ein Tropfen a uf from heißen Stein.
- (2) Die brauchst nicht gleich die Flinte ins Korn zu werfen, beim nächsten Mal klappt es bestimmt.
- (3) Im gicht konnte sie nicht die Klappe halten.
- (4) An dem Rätsel hatten sich die meisten Leser nicht die Zähne ausgebissen.
- (5) das Mittel, das ihm der Händler aufgeschwatzt hatte, war nicht einen blutigen Heller wert.

As it can be seen from the examples, the denial of the negative transformation of negative verbal frazeologies serves to create a special denial within the frazeological unit. The content of the content parts is a sign of the existence of a general denial in verbal frazeology.

The study of the problem of denial of verbal frazeological units in German has once again demonstrated that this language is a comprehensive rich language. It was discovered during the study that some of the verbal frazeologisms are composed of ein counts. When denounced such frazeological associations are denial, the word kein is used. For example:

- (1) einen Gang / Zahn zulegen - keinen Gang / Zahn zulegen;
- (2) eine Auge zudrücken - kein Auge zudrücken;

It should be noted that the constitutive component of the combination of verbal phraseology ein complex character has. As a result, there are so-called affirmative verbal phraseological associations that can be used to deny nicht denials. For example:

- (1) eine Sprache sprechen - nicht eine Sprache sprechen;
- (2) einer Sprache dienen - nicht einer Sprache dienen;
- (3) etw. there is nothing wrong with it. zum einen Ohr hinein und zum anderen hinaus - etw. there is nothing wrong with it . nicht zum einen Ohr hinein und zum anderen hinaus and so on.

Observations indicate that frazeological associations with zwei numbers are not abundantly quantifiable, and denial of such compounds is also used in denial of nicht . Here are some examples:

- (1) zwei Eisen im Feuer haben - nicht zwei Eisen im Feuer haben;
- (2) zwei Fliegen mit einer Klappe schlagen - nicht zwei Fliegen mit einer Klappe schlagen;
- (3) zwei linke Hände haben - nicht zwei linke Hände haben.

The study of the denial of verbal frazeological combinations in German revealed that it was an interesting situation. The verbal frazeologizmlər affirmativ there is to deny them the nicht deny ədatından both kein deny that it is possible to use the word. This is what V.Flatsher explains. The author writes: "Both denial carriers can be used equally in denying some frazeologisms" (3 , p.91).

The examples we found in the search for many years allowed us to confirm this fact. Let's look at them:

- (1) reinen Wein einschenken - a) nicht reinen Wein einschenken,
b) keinen reinen Wein einschenken;
- (2) das Gras über etw. wachsen lassen - a) nicht das Gras über etw. wachsen lassen,
b) Take Gras over. wachsen lassen;
- (3) ein Aufheben vom jmdm. / etw. machen - a) nicht ein Aufheben vom jmdm./
etw machen,
b) Aufheben vom jmdm. / etw. machen;
- (4) Oberwasser undefined - a) nicht Oberwasser unexpected
b) if you are Oberwasser;
- (5) einen Finger krumm machen - a) nicht einen Finger krumm machen
b) keinen Finger krumm machen.

While analyzing the frazeological inventory of the Azerbaijani language from a structured perspective, it is possible to see here that the numbers are considered as a component of frazeological associations. As in German, such verbal frazeologisms are also a minority in the Azerbaijani language. Talking about the denial of frazeologisms, one of the components in the Azerbaijani language, a different situation is seen in the German language. Because it is impossible to deny some of the frazeologisms of this kind of affirmation in the Azerbaijani language. Because they are frazeologisms with strong idiom and stability. Let's look at the examples:

- (1) to be in love with a thousand hearts - to be in love with a thousand hearts;
- (2) Quadruple - Quadruple;
- (3) put a stone above the bottom of a stone - not to put a stone above the bottom of a stone

However, this situation can not be applied to all the frazeologisms that have been included in the affirmative. Because it is possible to deny some frazeologisms of some of the components of one of the components. For example:

- (1) catch two watermelons - one to keep two watermelons;
- (2) speak two-sided - not to speak a double;
- (3) to be one of two hearts - not one of two hearts, and so on.

Compared with the German language, the difference in the discrediting of the fraught-up frazeological associations in the Azerbaijani language comes from the clever nature of the Azerbaijani language. It is known that in the Azerbaijani language, denominator (-m) is used to deny the verbs. Therefore, these correlations are also applied in the denial of frazeological associations. Many of the verbal phraseological associations

used in authentication in Azerbaijani can also be denied. Let's take a closer look at the examples:

- (1) open to open - do not turn open;
- (2) to remove from the heart - not to remove from the heart;
- (3) keep your tongue - keep your tongue;
- (4) revenge - not to be revenge;
- (5) to cut his foot - not to cut his leg;
- (6) Take exams - do not try;
- (7) being fluent in speech;
- (8) bending head - do not bend;
- (9) Walk outside - Do not go outside;
- (10) grab the tail - not to tear the tail;
- (11) to get rid of life - do not save yourself;
- (12) to look eye to eye;
- (13) pull the rope - do not pull the rope;
- (14) to throw him on a horse;
- (15) to fall into frustration - not to fall into the dull and the like.

The semantic analysis of optional verbal frazeologisms shows that the denialists used in denying them do not necessarily represent these components. It can be said that it is impossible to deny all the frazeological associations in the same way. Here, the individual structural and semantic features of each affective verbal frazeologism must be taken into account. As it has been written in philosophical sources, negative and positive concepts are contradictory polarities, but at the same time, they are interconnected, interrelated, and conditional concepts. Therefore, there is a harmonious combination of negative and positive expressions. This harmony denies language - is one of the key factors that confirm the variability, and negative frazeologisms are the language units serving this factor.

Conclusion: It is clear from the analysis that the negatively frazeologisms denying the effects of logical-semantic and linguistic factors can not be represented as they appear in the paradigmatic plane in the surface structure. Negative frazeological combinations that are the carrier of the denier component cause paradigmatic background to create a specific communication environment. Hence, in the real sense, the negative frazeologisms of denial work in a valid sense as a result of the logic-semantic and structural factors. The positive expression of the negative aspect leads to the enrichment of the convention information and the additional feel of the communication act to the shades. Undoubtedly, such polarized rich expression forms, which are derived from the expression of negative frazeologisms, are the manifestation of the denial-proof variation.

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Features verbal characteristics of heroes of fiction in connection with the problem

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Annotation. The article is devoted to analysis of psycholinguistic features of verbal personality characteristics degradation in the literature. Fiction is a powerful source of self-improvement of the individual, its self-awareness and personal corrections and, of course, she teaches master the skills of foreign language teaching student-centered communication, required teachers and students of language high school, as well as teachers of a foreign language high school. For a successful teacher communication in a foreign language must be great to own not only them, but also psycholinguistic and psychological aspects of the analysis of the verbal characteristics of heroes of foreign language literature, the laws of a successful student-centered communication in the macro-microsociety. Learning foreign language learner-focused dialogue - a very complex problem that requires a comprehensive approach, because you must rely on the data of several sciences: psychology, linguistics, psycholinguistics and literature, to carry out a deep and comprehensive approach to learning, so we call our interdisciplinary research. The process of learning, communication and activities can be successful and unsuccessful due to the fact that it is accompanied by both inhibitors lowering mentioned processes and optimizers, improving them. The author reveals the reasons of personal degradation in close connection with the destructive features of character accentuations. The article describes the semantic field of the factors blocking the communication and activities leading to the degradation of the individual.

Keywords: Features verbal characteristics; semantic field; destructive features; accentuation of character; degradation; psycholinguistic; Factors that inhibit communication and activities of the individual; spiritual and physical death.

Let us analyze the terms "inhibitor" and "optimizers", their content and appearance of the story. As established in the doctoral thesis, A.L. Groisman [11], the leading role in the increase and decrease in the learning of the students have personality traits of students, as well as the specifics of stressful situations and optimizing in the family, the industrial sector and training activities. the relationship has been established some personality characteristics with violations of the requirements of Mental Health, mental and creative work, as well as with neurotic disorders, reducing the productivity of

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intellectual and creative activities. Thus, according to the personality questionnaire SMIL (standardized method of personality research) L.N. Sobchik [9] such factors reducing efficiency of intellectual and creative activity of students are all scale neurotic triad (ie, somatic anxiety, depression and hysteria)

Presented in the works of A.L. Groisman [11] psycho-correction techniques such as, autogenous training, psycho didactic conversations were psycho prophylaxis means prove to be an optimizing effect with an increase in the productivity of intellectual and creative work.

A.L. Groisman the first time in general and clinical psychology established facts lowering and raising the productivity of intellectual and creative activity of students, which are respectively called her inhibitors (in the case of decrease in efficiency) and Optimizer (in case of increase). [11] These terms were then discussed and accepted for publication in the Proceedings of the second interregional conference "Pedagogy and Psychology of Creativity", held in 2003 in Moscow and in Sterlitamak. "Inhibitors" and "optimizers," a term borrowed from medicine in its section "Biochemical determinants of health." According to biochemical studies, inhibitors (the subject of our research) call agents and factors that reduce the health and human performance.

The term "success" activities, in particular students, was first used by the outstanding theater pedagogue G.A. Tovstonogov [15, 16], who used it to describe the efficiency and effectiveness of creative activity teaches students the acting department of the Leningrad Institute of Theater, Music and Film in the eighties of the XX century.

So, briefly outlining the history of the emergence of interest to us terms "Inhibitors" and "optimizers", proceed to the analysis of the essence of working terms, the interpretation of which is closely related to the content of this article is.

Under the degradation of personality and its activities, we mean reduction of all mental processes, particularly cognitive, such as memory, attention, thinking, as well as the appearance of destructive and even delinquent personal qualities. Personal degradation exacerbated by the use of inhibitors such as poisoning toxins, which leads not only to physical and spiritual death and not only the media inhibitor activity and communication, but also a very negative impact on the surrounding macro- representatives. Degradation of Emma Bovary, the heroine of Flaubert's novel "Madame Bovary", confirms the above.

Optimizers communication and activities (waste) - verbal and nonverbal means and actions that contribute to the objectives of communication and activities (waste), ensuring personal growth communicants, their physical and mental health.

Inhibitors and communication activities (waste) - a verbal and non-verbal means and actions that block the achievement of the purposes of communication and activities (of life), destroying the physical and moral health of the communicants.

Verbal description of the heroes of fiction - it's language tools (word, phrase logical units, phrases, sentences), the author's style and the plot works aimed at the disclosure of the personal characteristics and linguistic world of artistic works of heroes, as well as the characteristics of their communication and interaction with macro-microsociety.

In this article, we use the term "personality-oriented dialogue," the definition of which we borrowed from scientific works Chalkovoy E.G.

"Student-oriented communication - a dialogue aimed at optimal interpersonal communication in an atmosphere of psychological comfort that promotes personal growth and achievement of the goals of communication entities in the reflection system, attitude and behavior of the person" [19, 13].

To optimize foreign language learner-centered communication we analyze in class with students of literary works, highlighting in their inhibitors and optimizers communication.

We have analyzed in detail the characteristics of the successful features of the verbal and destructive communication and activities heroes of Russian and French art of classical literature on the material of 143 works of art in volume 10211 pages. Inhibitors and described optimizers communication and activities [6] literary heroes, among which the most frequency are described such as Emma Bovary - the heroine of the novel Flaubert "Madame Bovary." It should be noted that the accentuation of character - is the excessive growth of certain character traits, manifested in the selective vulnerability of the individual in relation to a certain kind of psychogenic influences, experiences severe, extreme nervous and mental stress, etc. with good or even improved resistance to the other [13].

As a positive character traits have charm, artistry, as negative - falsity, displacement, often fruitless fantasizing, selfishness.

The study of works of art, especially the "Madame Bovary", foreign language made it much brighter than our students [6]. But we pay attention not only to the accentuated features in connection with the inhibitors and optimizers of communication, but also on the mechanisms of identification with the hero macro- microsocium.

As we know, Freud first described the mechanism of identification with the object, which is assumed to be ideal. When identifying the subject tries to express what he wants to be and what quality he wants to have. Such identification is friendly nature, for example, for the object image has been Pierre each LNTolstogo Diakov, as for the image A.Bolkonskogo brother writer Sergei Tolstoy [9, 10].

But images of artwork can be designed and contrasting mechanism. Moralistic literature aims to know man in all its diversity [3]. Ultimately, fiction contributes to the improvement of human and releasing it from defects [1], [8] and [5].

Qualities of high moral behavior as role models dedicated to the artistic works of literature, including in foreign languages. Often, the most famous works foreign literature character becomes accentuated personality [13]. It is important to consider when training student-focused dialogue, paying attention to both the inhibitors, and the communication optimizers fiction heroes [19], [7], [2].

Some heroes of fiction attracted people of their personal characteristics as role models, ie, optimizers communication.

By optimizing quality are positive properties of the individual, such as empathy [12], deep intelligence, decency, nobility, courage et al. [20].

But there are also heroes of fiction, repulsive because of their personal features and which are inhibitors of communication, ie, deteriorating and destructive communication. These characters can be meanness, deceit, stupidity and other negative qualities.

Madame Bovary, the heroine of the novel by Flaubert, as a carrier of many negative qualities, it refers to individuals - inhibitors of communication.

Flaubert repeatedly emphasizes using the lexical units of the immorality of her character, which is currently recognized in the last moments of life that ...

"... is the end of all the hype, all the meanness, all the infinite desires of that so it was weary. Now she has to no one hates, her thoughts shrouded gloom of all the sounds of the earth she distinguished only intermittent, vague complaints quiet your poor heart skip a beat, just off again last chords of "[17, 340].

Endless lust Emma Bovary has been closely associated with its endless betrayal of her husband and the search for forbidden love pleasures. Her selfishness and self-centeredness are emphasized by the author by comparing it with other heroes, with her husband, who worked day and night to satisfy her needs, and she did not care about it, she had not even paid attention to his daughter, so Charles does not allow his daughter come to his mother: "Babe, mom does not like to bother her" [17, 312].

Emma and closed in his room, reading a "silly novels describing the orgies and bloody denouement." That her husband was not lying to her, she brought him with her to the vagaries of the fact that he moved to the third floor.

G. Flaubert, emphasizing the selfishness and lack of maternal feelings, Emma, she opposes her husband Charles, who takes care of his daughter and wife.

Inhibitors such as idleness, laziness, lack of purpose in life, immorality leads to the degradation of Emma.

"The heroine of Flaubert was also selfish and went, as well as all of its environment, and the ideal, she was looking for, finds funny and also send the form suggested by the fashionable modern literature. He made her "miserable adulterous wife, not for the ugliness of reality forever live moral values" [14, 13].

Let us analyze one more episode from the novel by Flaubert, in which the actor has appeared Rodolphe, visualized in different masks psychological defense fantasy inherent: "Suddenly it seemed as if the air soar flaming balls like glowing bullets, then one flattened, They spun and fell into the snow, pubescent branches, and died. On each of them encountered the face of Rodolphe. Their (bullets) became more and more. They hovered around Emma, pierced right through her. Then everything disappeared. She learned shimmering in the mist the distant lights of the city. And then the truth of life opened up before her like an abyss. She was excruciatingly painful to breathe. Then, in a flood of courage, from which it was almost fun, she ran away from the mountain, passed over the river, passed the path, boulevard, market, and found herself in front of the pharmacy "[17, 336].

Going to the drugstore, "Emma, led unerring memory, went straight to the third shelf, he seized the blue jar, pulled out the cork stuck to his hand and, taking a handful of white powder, beginning immediately swallow it" [17, 336].

Emma and in this episode of psychological defense retroflexion (suicide), masterfully described by Flaubert, behaved like a true isteroid, she did not try to analyze his behavior and its consequences. She squandered her husband's money, their property were arrested, no one wanted to lend her money to pay debts. She was desperate and used poison. And she came under the influence of emotions.

The author ironically emphasized that there is nothing to do with the true way out of the situation, with the performance of duty does not act Emma. Very sarcastic phrase reads: "And suddenly quiet, almost soothing consciousness of duty, Emma retired" [17, 337]. Inhibitors Emma spiritual degradation verbally disclosed comprehensively. Her physical degradation represented not less deeply various inhibitors, leading to death, starkly described Flaubert. Writer verbally presented the symptoms of dying alive and realistic, "Charles clenched her hands, shuddering at every beat of her heart, responding precisely to the roar of the collapsing building. The louder wheezed Emma, the faster the priest read prayers. Sometimes the words of prayer mixed with muffled sobs Bovary,

Emma with her hair, staring into space dilated pupils, rose like a galvanized corpse. Emma Cramp tossed on the pillows. All surrounded her. She died "[17, 346].

Spiritual and physical death of Emma was inhibitor for Charles that emphasized the phrase, "it covered the wild, black fury" [17, 357].

Then depressive reaction changed autistic. Charles retired: he did not want to see anyone. Such verbally presented Flaubert inhibitors, such as depression, autism, mental distress, despair, resulted in the death of Charles.

Thus ended two lives of two different people, united by mutual reproaches, experiences, joys, suffering psychosomatic, ended tragically. Heroes suffered from their own personal characteristics, which Flaubert verbally authentically and truthfully presented to the reader in the form of inhibitors that characterize a subjective tragedy of the heroes who died for various reasons, but due to their common principle of the pursuit of sensual pleasures, have not reached the social humanistic motivation. Heroes, though very fond of each other, spend time in idle adultery, that, rightly observes Bovary mother, is "all from inaction" that led to the degradation of the spiritual and physical death of Emma Bovary.

Character logical inhibitors interfere with Madame Bovary, was accentuation in two directions - hysteroid and cycloid. Her hysteroid predispose to psychological destructive defenses such as excessive dreams and fantasies, lying, running away from the situation and withdrawal. The latter option, ie withdrawal, exposes a Emma Bovary sub depressive reaction cycloid accentuation, led to another destructive defense mechanism (self-punishment) expressed in particular in suicide.

In contrast to her husband Charles Bovary had syntonic (reassuring) character, overcoming various difficulties of life adequately. Even after the death of his wife he had taken all the care themselves, including those associated with the small daughter Bertha. He overcome the difficulties associated with the funeral of his wife, he did not try to suicidal attempts. Reactions in its life difficulties expressed by schizoid embodiment psychological defenses - leaving a (autism) and (removal from society). Compensatory role in overcoming them arisen situation loneliness played a diversity of successive adaptive responses - at the beginning of depressive, then (being a doctor ignored the physical symptoms of their disease), then re-depressive autistic. As is known, a variety of reactions, reducing their severity, and he would have been healthy, but a pathological love for wife led to mental contagion and contagiousness provided such psychic appearances in his uncharacteristic psychosomatic response mechanism because of which he died. It is no accident necropsy did not find him at the opening of any organic changes, and psychosomatic way of responding, he "borrowed" from his wife.

So, in literature, tend to emphasize the vital importance of character to overcome inhibitors that are destructive components of accentuation, among which primarily marked and cycloid.

Let us consider the verbal presentation inhibitors, which lead to the degradation of the individual. As we studied a sample of lexicographical and sources, as well as the art of Russian-speaking and foreign-language literature, the most frequent following semantic units represented by lexical units, phraseology and proverbs. Inhibitors represented by us in the form of semantic macrofields because language units stored in Gnostic areas of the brain in the form of semantic fields [20]. Macrofield inhibitors comprises microfield components are groups and subgroups of specific values of linguistic units.

We have identified 5 microscopic fields in the structure macrofield inhibitors of cognitive Emotiveness semantic content:

I. Causes of inhibitor, causes of degradation.

Often the cause of the inhibitor is purposelessness, meaninglessness, idleness, characterized by words, units and proverbs. For example, the word "sloth", "idleness", "meaningless", "aimlessness"; idioms "slack", "sit back". Proverbs: "Idleness - vices of the mother."

II. The result of the effect of the inhibitor: the word "degradation", "death", "despair", the phrase "break contact", "frustration."

As examples clearly illustrate the result of the influence of inhibitors may be above lexical units describing mental and physical death Emma Bovary (final stage, i.e. physical death "suicide" "died" et al.).

III. Process inhibitor influence on the individual linguistic units is disclosed, characterized by a gradual degradation of the person, the destruction of its physical health, i.e. signs of disease. In the case of Emma Bovary is a word that describes the symptoms of poisoning, the process of dying, but not the last moment of death. It also keywords describing its growing immorality, "Forbidden love" "adultery", "depression", "despair", "sensual pleasure", "apathy".

IV. Microfield qualitative characteristics of the level of success of communication components (activity) represented by several relationships

I. privative opposition

2. gradual opposition focused on a comparison of the members of the opposition on the degree of development characterized by the tag "tagged member" contains a higher level of quality, in this case, beatings, marked member of the opposition "to beat to a pulp" characterized by a greater beating than the word "beat" inhibitors "beat" and "beaten to a pulp."

3. Ekvipolentnaya opposition. Comparable "turn one's tail" and "hang out a white flag," both phraseologism have ARCHISS "behavior", the differential to this "cowardly", but phraseological unit "turn one's tail" has one additional ARCHISS "movement" and the differential additional to this "fast" that It suggests that EF (phraseological unit) to "give Strekachev" belongs simultaneously to two semantic macrofield "behavior" and "movement". Sema negative evaluation of behavior in both EF indicates that these are in-

hibitors of EF behavior, and therefore the activity, as Sema also singled out in their "act".

4. Source occurrence inhibitor

The situation, coincidence, accentuation of character, psychological protection of personal substructures, climatic conditions, the environment may be the source of inhibitors.

5. The orientation and purpose of the inhibitor.

1) impact on the personality of the substructure (intrapersonal effects), for example, "silence"

2) the impact on the climate,

3) impact on (family environment near the person, "destroy the family" "change wife"),

4) the impact on the state: "war"

5) the impact on and inter-state relations, "World War."

V. Semantic mechanisms verbal characteristics inhibitors

1) stereotyping:

a) intrapersonal: Don Juan; snake in the grass;

b) linguistic and cultural, national: perfidious Albion (of England)

2) lingo-cognitive characteristics inhibitors: dunce; blunt as Siberian boots;

3) lingo-emotive characteristic inhibitors: e.g. "pandemonium", "despair", "depression", "chilled terror";

4) use of literary techniques for shaped characteristics inhibitors. For example: "make mountains out of molehills" idiom. Often used hyperbole - exaggeration imaginative power, the values for the size of shaped characteristics inhibitors. Eg. To "make mountains out of molehills" EF characterizes the destructive psychological protection fantasy inherent hysteroid. Widely used as litotes - a figure of speech which consists, in contrast to the hyperbole, understatement in size, strength, values of the depicted events for deeper verbal characteristics, "the boy with the boy", "hut on chicken legs," "peasant with a fingernail." Comparison is used often to describe the personality, phenomenon or object, highlighting common features in them. In Russian, the comparison points to similarities with words: "He was like," "how," "just," "like." "She's like a petrified", the phrase describes the destructive psychological protection petrification (numbness).

Inhibitors and optimizers work and communication, their relationship with each other as well as with personal substructures; among which the most important place is occupied by the accentuation of character, the impact of macro- microsociety interaction reasons, sources, effects of inhibitors effects deeply, thoroughly and vividly presented in the story AP Chekhov "Anna the neck" [21, 322-333].

In the story "The official 52 years to marry the girl, which barely passed 18" [21, 323]. She agreed to the marriage, as her family (father and two

younger brothers) was completely devastated: nothing was to pay for the apartment, nothing to eat, and to all, a father, a calligraphy teacher at the school, often drank alcohol, was drunk and indifferent to their fate, work and destiny their children: Anna and two boys.

These were the reasons for her depressed mood - inhibitors personal life that forced Anna to marry a rich man "She's so sweet and good, came out of this elderly, uninteresting gentleman" [21, 324].

Due to his greed, she had less money than before marriage, so Anna "feel cheated, guilty, and ridiculous" [21, 324]. "Oh, how unhappy I am, - she thought" [21, 324]. The process of developing the effect of the inhibitor on the personality was so strong that it begins to feel fear, which is one of the strongest communication inhibitors and activity, "agitated by the thought that this man could at any moment to kiss her ... she was terrible and disgusting" [21, 324].

Necessity, the mother's death, father's drinking, the desire at least a little to improve the financial situation of the family and the life of his younger brothers - these are the reasons inhibitors that caused Anna to decide to marry a man she did not love: he was disgusted with it; This attitude, of course, another inhibitor of her life and the inhibitor was constantly in the process of development, which is emphasized by the writer in the story text words "scary", "disgusting", "disgusting."

But the situation changed dramatically after the ball, where Anne because of its beauty and charm made a strong impression, especially in men. Given that the situation has changed, inhibitors of inherent accentuation Ani "shyness", "fear", "uncertainty", which she showed at the beginning of the story, when Anna and her family were very poor, have changed dramatically in the new environment: rich people rich environment, when suddenly there was a note to her men. In Anna medium he showed unexpectedly altered traits that the text underlined words: "It was proud, shy, for the first time does not feel the girl and the lady" [21, 329].

She felt happy because of emerging new optimizers, "the attention of men, light, medley, music, noise." Anya was like, 'Oh, how good!' "[21, 329].

Anna was a success, so shyness disappeared. It succeeds communicated at the ball, doing charity work, inspired the changed circumstances, "began a brisk trade" [21, 331]. "... her smile, looks do not bring these people nothing but great fun" [21, 331]. His Excellency gave Ana's attention. And because of sympathy for her gave her spouse Anne Order of the second degree. But our heroine Anna became so sure of herself, she was not afraid of her husband, so she "with indignation, with contempt, has assured that it for it will be nothing ... said," Get away, you fool "[21, 332]! .

"Anya all riding on threes, he traveled with Artyn hunting, playing in the one-act plays, dined and less and less the case with her. They dined alone now ... and when riding on Old-Kiev he met Anne on the pair with on

departure and Artyn on the box instead of the driver, Peter L. shot cylinder and was about to shout, but Peter and Andrew took his arm and said imploringly:

- No, Dad ... Will Daddy "[21, 333].

The brutal indifference to his brothers and his father, selfishness and self-centeredness - this terrible inhibitors activity and communication that led to the degradation of Emma Bovary and Anna, the heroine, who had a different fate, lived at different times and in different countries, but these features degradation truthfully bright and realistically presented verbally great writers Flaubert and AP Chekhov.

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Some features of metaphorization in economic terminology

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Annotation: This paper deals with the processes of metaphor as a phenomenon and its features on a material of economic lexicon sublanguage. Metaphor problems, as is now the most relevant in linguistics, fully relate and economic terminology. Material investigated conclusively shown that the basis of one of the language versions for specific purposes - economic sublanguage - is a metaphor. For ongoing analysis it is important to view E.S. Kubrjakova: - 'human tendency to compare to the comparison of things, to the discovery of similarities in them both on the surface and in depth, becoming, thus, the psychological conditions of metaphor. The richer developed in man's imagination than it ramified system of living associations, the imagery of his metaphor, and the more there is in them a creative individual start. <...> metaphorical meaning of words stored human experience, reflect not only the language, Language, which is one of the main components of the national cultural components, has a number of specific, national painted features. It should be noted that the language reflects the results of the public cultural heritage and at the same time is a means of representation of his national characteristics. Just remark V.N. Telia, "in the language media is impressed all the national-cultural wealth, which builds up a language community in the process of historical development".

Keywords: Metaphor, economic terminology, national culture, language personality.

Language is culturally determined forms of language personality expression. As rightly observes V.A. Maslow, "man - the carrier of the national mentality, which can be studied through language, is an important means of identifying a person" [4, 142].

National mentality as a philosophical and social phenomenon includes many structural components that form the linguistic identity. S.G. Ter-Minasova using the following definition given LV Forest: - "mentality - a ge-

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neric social and psychological state of the subject (people, nation, nationality, social group, human), created by a historically long and sufficiently sustainable impact natural of geographic, ethnic, socio-political and cultural conditions of living in the mentality subject arising through the organic connection of the past to the present. Taking shape, being formed by producing genetically historically and mentality represents a stable set of socio-psychological characteristics and traits, their organic integrity,

The scheme of the national culture - national mentality - the language - the national culture is a logical connection between the display of the mentality of linguistic identity and characteristics of the national culture. The language in this case is not only a means of expression, but also a means of identifying the nationality.

It is known that the cause of the metaphorical transfer is the work of thinking, depending on national and cultural characteristics. Terminological nomination, as a rule, is also based on specific national motivation. This applies particularly to the terms established in the bowels of the native language, dominated by metaphorical transfer. A characteristic phenomenon thus considered semantics movement of such terms of primary value to the special metaphor, the branch value.

Analysis of the material collected, representing vocabulary sublanguage economy, we see that for each sublanguage should apply an individual approach to the classification of metaphors. For example, a large array of metaphors sublanguage financial economy cannot be classified according to the selected group. We have attempted to distribute considered a metaphor for thematic groups based on formal attributes of metaphor. It should be noted that many of the metaphors were out of classification, because of the difficulty of feature extraction, formed the basis of the metaphorical process, by virtue of his or her identity. On the other hand, often metaphors can simultaneously be included in several groups, due to the complexity feature that formed the basis for transfer.

Sublanguage terms of the economy, in the process of creation which participated metaphor can be classified into several groups. First of all, two groups stand out: 1. The terms derived from proper names, and 2. The terms derived from common nouns.

In the first group, provisionally called as "otonomastic terms" (terms which are based on a metaphor related to proper name) are highlighted in two subgroups, each with its own clearly defined boundaries:

1. Ottonomimic terms: Belgian dentist, Dutch disease, New-York interest, Nigerian scam, Mexican stand-off, old Lady of Thredneedle Street, Oracle of Omaha, Throgmorton Street, Wall Street crash;

2. Otantropomimic terms: Dolly, Ginnie Mae, Maggie Mae, Lady Macbeth strategy, Lady Godiva accounting Principals, Matilda bond, nervous Nellie, Rembrandt bond, Peter principle, Tiffany list.

The second group, conventionally called as "terms derived from common nouns" represented by a large number of allocated sub-groups:

1. Terms which are based metaphor zoological notions: alligator property, African lion, American Eagle, bear market, bed-bug letter, bird dog, bobtail pool, bunny bonds, bulldog bond, cash cow, condor, cockroach theory, dead cat bounce, dove, eager beaver, elephants, fat cat, gold bug, kangaroo, hawk, herd instinct, gorilla, killer bees, kiwi, lame duck, lemming, loan shark, lobster trap, mare-to- foal policy, mothballing, nest egg, panda, pig, paper tiger, tiger economy, dog eat dog, eat your own dog food, rat trading, red herring, dog and pony show, dogs of the Dow, yellow dog contract, black swan , chameleon option, deer market, snake in the tunnel, stool pigeon, sheep, stalking-horse bid, turtle, turkey, vulture capitalist, vulture fund, wildcat banking.

2. Botanic terms (terms, based on the metaphor of botanical terms): carrot equity, cherry-picking, daisy chain, flower bond, wallflower, jungle market, lemon, lemon laws, melon-cutting, seed capital, maple bond, taiga bonds.

3. Mythologic terms (terms are based on the metaphor associated with mythological subjects): act of God, good Samaritan, Aladdin bonds, Santa Clause rally, angel, fallen angel, elves, ghosting, grey / white knight, halo effect, dragon bonds , little dragons, phantom competition, pirate issue, purgatory and hell, heaven and hell bond, Christmas tree, Doomsday call, Leprechaun leader, Jekyll and Hyde, Sleeping Beauty, sinful stock, sin tax, vice fund, zombies.

4. Genetic (the terms created by the metaphorical transfer concepts nominating kinship): aunt Millie, mother Hubbard clause, godfather offer, grandfather clause, grandfathered activities, Granny bonds, junior bond, mom-and-pop store, married put, marrying price, orphan stock, problem child, seven sisters, Siamese shares, twin shares, weak sister, widow-and-orphan stocks.

5. Antropogen terms (terms, based on the metaphor of the concepts associated with the person): ankle biter, arm's length transaction, belly up, barefoot pilgrim, blind broker, blind pool, blind trust, face interest rate, face value, footloose industries, jawbone , head and shoulders, lifting a leg, legging out, skeleton account, strong hands, weak hands.

6. Calendarn terms (terms that are formed by metaphorical transfer of names of days and months): Maundy, May Day, black Monday, cyber Monday, Monday effect, January barometer, January effect, black Friday, Marlboro Friday, October effect, Saturday night , silver Thursday, Wednesday scramble, weekend effect.

7. Coloristic terms (terms that are based on metaphors of color terms): blue list, green bond, green fund, green investing, green washing, green revolution, golden boot, golden halo, golden share, golden handshakes, golden

handcuffs, gilt edged securities, green investing, grey list, grey market, in the pink, pink sheets, orange goods, moon-lighting, rainbow, red chip, red goods, redlining, silver bond, white-shoe firm, yellow knight.

8. Gastronomic terms (terms, based on the metaphor of using food items, cooking utensils and cooking): eating stock, financial menu, falling knife, macaroni defense, marzipan layer, plain vanilla, pork bellies, piece-meal option, pot, salad oil scandal, sandwich generation, Tequila crisis, three-martini launch, waiters.

7. Naval terms (terms formed by using the metaphor employing military and naval concepts): anchor capital, shotgun approach, golden parachute, gun jumping, radar alert, nominal anchor, non-revolver, short anchor, safe harbor, torpedo stock debt bomb, camouflage compensation, sluice gate price, trigger price, price war, war chest.

8. Sports terms (terms formed by using the metaphor employing concepts sports): dumbbell, soccer mom indicator, hockey stick bidding, hurdle rate, job-hunting, headhunt.

10. National labeled terms (terms metaphorical transfer which is based on the concept that reflects a unique national line): gentleman's agreement, Chinese Walls, Samurai bond, Geisha bond, Harakiri swap.

Just remark G.G. Molchanova, "when used as a metaphor procedural cognitive processing mechanism for understanding of complex changes taking place in the surrounding world, people use naturally closest and related concepts" [5, 44]. In support of the idea of national conditionality metaphorical processes important to view E. McCormack that "viewed from the inside, metaphors function as cognitive processes by which we deepen our understanding of the world and create new hypotheses. Viewed from the outside, they function as intermediaries between the human mind and culture "[9, 35].

Toponimic metaphors, which are based laid rethinking of the place name, nominate the place of location of large stock exchanges, are widely used in the financial sublanguage Economy: New-York interest (NY percent), Boston interest (Boston percent), Wall Street crash (crash of Wall Street), Wall Street walk (walk Down Wall Street), old Lady of Threadneedle Street (the BoE), Throgmorton Street (London Stock Exchange).

Tantroponimic terms presented in a sublanguage of the economy, being educated on proper names, both its form and indicate it belongs to the cultural-specific concepts. For example: Matilda bond («bond Matilda") - bonds issued by foreign borrowers in Australia in Australian dollars [10, 440]. For Australians the name Matilda associated with the highly popular national song, is the unofficial anthem of Australia, "Waltzing Matilda" (1895). Another example: Lady Macbeth strategy (Strategy Lady Macbeth) - absorption of tactics, in which a third party poses as a "white knight", and

then joins the hostile bidders for the company [10, 399]. Undoubtedly, in this case holds the estimated connotation

We These examples underscore the validity of the statements V.N. Prokhorov that "when the metaphorical connotations common emotional and expressive" [6, 88]. It should be noted that the emotion as a permanent and mandatory property peculiar metaphors and the metaphors that function in the language of the nation, the representatives of which at first glance seem to be emotionally reserved.

Of particular interest are otantroponimic terms, i.e. Special tokens derived from the name of a famous person and used as the name of a certain concept. By journalists to describe the economic policies pursued by certain political figures, word-hybrids Reaganomics, Rogernomics, Clintonomics, Rubinomics, Putinomics, Sarconomics widely used in economic discourse. These tokens differ idiomatic value, a transparent inner shape brevity and conciseness outer shape.

It is obvious that the study of the formation sublanguage economy should agree with the opinion of O.A. Kornilov, saying that "sometimes in the language of science is secured not merely linguistic metaphor, indicating the specificity of the national imagery, but simply the fact of the nation's history, culture or literature" [2, 66].

For this kind of metaphors used definitional method of analysis in which only the semantic equivalent paraphrase or defined words may disclose concept. For example, "The New English-Russian Dictionary of Economics and Banking" B.G. Fedorov defines the term Old Lady of Thredneedle Street («The Old Lady of Threadneedle Street"), the Bank of England; Threadneedle Street - site of the Bank of England location; the name comes from the caricatures of the XIX century. with the image of the Prime Minister William Pitt, trying to get to the gold in the chest, where an elderly lady sitting [10, 498].

A great place to take a sublanguage economy metaphors associated with the animal world, and especially - with the images of animals, which have become components of the national symbols. According to O.A. Kornel, "in any intercultural contacts is difficult to overestimate the importance of national symbols. <...> The symbolism is very closely linked to the area of connotative language, ie, that part NYAKM (scientific linguistic world - approx Yu.), which contains information about the stable in the national tradition of associations evoked by the collective linguistic consciousness of the various objects of the world. If, for example, in any culture, some species are symbols of strength, diligence, wisdom, humility, cowardice, meanness, etc., in relation to linguistics, this means that the lexical meanings of words, naming the animals,

Many metaphors-zoosemizm become symbols used to indicate the national currency, as, for example, American Eagles (American Eagles) - a kind

of American gold and silver coins; Panda (Panda) - Modern Chinese gold coin [10, 38, 517]. The term zoosemizm (derived from loon - loon) is used to name the Canadian dollar, which shows loon. National symbol New Zealand kiwifruit is flightless bird and titled term kiwi (kiwi, kiwi) indicating the national currency, is very popular. Shares kangaroo (kangaroo) is born in the mind of a clear association with the Australian continent, where these animals live. Since the love of animals is one of the most striking features of the English nation, probably It is a natural formation of such a large number of English metaphors associated with zoological notions. For example, in the term bulldog bond («Bulldog" bonds) is English character - Bulldog. Therefore important is the opinion of M. Black that in some cases it would be correct to say that it creates a metaphor, and does not express the similarity [9, 22].

Other examples of metaphors that give rise to a clear association, which are based on national-specific feature, such terms may serve as a gentlemen's agreement (gentleman, well-mannered man), oracle of Omaha (the most successful known investor Warren Bafett, who lives in Omaha, Nebraska , USA), soccer mom indicator (Sokerov - American football), Tequila crisis (cactus vodka tequila, which is made in Mexico), Leprechaun leader (well-known character of the Irish epic leprechaun), Chinese walls (wall), Samurai bond (Samurai - Japanese warrior).

The analysis of metaphors sublanguage economy gives grounds for the following conclusions. Firstly, despite the fact that the sub-language of the economy uses a lot of metaphors from different areas of the donor, the quantitative advantage remains with the terms-zoosemizm. Secondly, the majority of metaphors based on a certain national-cultural traits that are often not obvious or well known. Third, there is a trend towards the internationalization of metaphors-term, reflecting purely national character.

According to SG Ter-Minasova, "tongue - a mirror of culture, it reflects not only the real world surrounding the person, not just the actual conditions of his life, but also the social consciousness of the people, their mentality, national character and way of life, traditions, customs, morals, system values, attitude, vision of the world "[Ter-Minasova SG 2004, p. 17]. Following this idea, we can say that the sub-language of the economy is also a reflection of the national mentality within the established cultural tradition.

As a summarizing conclusion we can say that the linguistic unit with metaphorical meaning is a phenomenon of precedent. Language, in this case, is a culturally determined forms of language personality expression, since the appearance of the metaphor is the result of thinking about by human activity. "Due to the fact that the metaphor acts as a cognitive tool, from it we can extract information about the sign, motivating metaphorical transfer. This characteristic reflects the most relevant characteristics referred to conscious speaker on the basis of existing stock in semantic

memory knowledge representations about denoted "[3, 97]. Thus, "a metaphor displays basic cognitive process, is a significant need to think, and not just rhetorical.

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Generation of speech in light systematic-activity study of speech communication

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Abstract: System-activity approach allows you to understand the communicative process as a whole and see what made the sign coordinate communication activities of its members, which is implemented by the social interaction during speech communication. Deictic coordinates person, time and place are the basis for building an adequate picture of the objective world. Formation deictic representations naturally woven into the overall operations of the generation of speech. In recent decades, we acquired a new meaning study of the communicative act in the light of coordinating and activity paradigm. According to him, the attention of researchers focused on the speech act as part of an active social activity of the speaker and the listener. With the formulation of the category of activities in the framework of language learning and speech, understanding of communication processes showed that carried symbolic coordinate communication activities of its members, and this kind of coordination ensures the coordination of non-speech activities during speech communication. An important advantage of system-activity approach is the fact that the scientific analysis of the conceptual integrity is preserved picture of linguistic reality, as verbal communication is studied not in isolation and not in the identity and in a regular mutual connection with other, ontologically related to her objects and processes. Systemically-active approach to speech facilities takes into account all the factors involved in the functioning of the tongue in speech communication. In this speech the objects are seen as moments of active-transformative use of the language person and as systematically organized formations. The main thing in a systems approach, as he wrote VM Sun, examination of the test object as some integrity, or system, and analysis of components and various properties of the object is the angle of the whole.

Keywords: Verbal interaction, Systematic-activity studies, deixis, deictic means of language, coordination of activities.

As a communication system integrity activity are suitable aggregate, sequence of actions and operations aimed at achieving the goal of a non-speech [9].

According to E. Sidorov, "means being-and the coordination of human activity is a speech activity. Since the coordination of the activities of people carried symbolic means, the function of speech activity should be interpret-

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ed as a sign coordination of activities ", and the speech activity is presented as " a private, separate form the total of life of the individual, which is encourage demand in the sign management activities appropriate, mapped to the reality (of speech and non-speech), an inner or interior and exterior of the individual activity perpetrated in the form of actions and operations s based on the resources of the language system, communication skills and communicative experience and accompanied change them. " Components of the act of verbal communication according to the model, based on the activity paradigm are treated as activities that are interrelated and influence each other through the text of the speech feedback, which acts both as "total sign model these operations as a whole", and as "a model of individual aspects and components of these activities" [10, 127]. For the study of the interactive nature of verbal interaction is important to understand that, being included in the act of communication, language personality becomes a party to the objective course of events, which is primarily characterized by deictic factors, namely: who, where and when does this or that activity. In objective reality has its own laws, which the communicant should be weighed against their thoughts, will and feelings. Matter with whom, when and where the recipient is necessary to coordinate their activities (non-speech) It depends on the method of verbal interaction, whose product becomes text. Developing ideas Y.N. Karaulov. A.A. Leontiev, G.P. Melnik, E.V. Sidor V.M. Solntseva, E.F. Tor, E.G. Knyazev and their followers of the structural nature of verbal communication, it is natural to believe that the communicant has a certain repertoire of means of orientation in the objective world, which are part of a communicative image of the world in the minds of linguistic identity. Text of speech influence produces in the inner world of a kind destination "situation" [4, 87] - some possible world, consisting of a specific set of ideas about the subject, the people, their properties and relations. The fact that any activity is always committed to some person in a certain place at a certain time, let us say, that deictic coordinates person, time and place are the basis for building an adequate picture of the objective world. The common structure-motivated verbal communication advocates the implementation of symbolic means (such as language) speaker's need to create in the mind of the listener a picture that would meet the interests of the speaker that, in the end, there was a sign coordinate the activities of participants in the communication.

We allow ourselves to assume that the successful coordination of the activities of the communicants is dependent on the degree of realization of deictic mechanism. Deictic implementation mechanism we associate with the designation in question communicants three deictic markers - a person, place and time. In other words, the voice must be built according to three parameters for it to be adequately perceived by the addressee, and prompted him to commit the activity in which the sender of the message con-

cerned. Simplifying the real complexity of the factors determining the landmark coordination in the act of communication, it can be argued that the organization of verbal interaction is impossible without the implementation of the mechanism of deictic. From all that is refined in a speech to the context and background of presuppositions,

Domestic psycholinguistic school interprets communication as a process of structural, dynamic transformations in the generation and perception of speech highlighted the stages of mental and activities taking place in the consciousness of the communicators in communication. Structural element of the mental process of generating speech perception is a deixis: coordinates on whom, where and when to do certain activities, builds the semantic utterance program. Developing the idea A.A. Leontief that "peace of presenting an individual through substantive value system, as it were, superimposed on the perception of the world", we assume that the deictic system of coordinates - a person, place and time - is the base in the process of formation of the "invariant image of the world,

Proceeding from the premise that communication - this is an interactive process of speech interaction of people included in the overall process of their vital functions, successful coordination of activities is impossible without the orientation of the communicative act regarding deictic parameters, ie persons (workers), time and place of commission of a certain activity. Reflecting and summarizing communicative experience of people through the understanding of their various activities, is a kind of "communicative and cognitive matrix" [5, 162], is formed and functions in the linguistic consciousness of the person involved in the communication.

Thus, I.A. Winter, considering the general psychological scheme in the process of speaking, said: "Due to the fact that speaking is considered by us as a speech activity, in this scheme should reflect the activity approach to speaking. It also speech interpretation as a method of forming and formulating thought "should be reflected [3, 86]. Developing fundamental for speech thinking thought LS Research Vygotsky's initial chain links of construction activities (need - desire (motive, purpose) - action), AA Leont'ev defined schematic structure of any model of speech production, based on the fundamental structure of the predictive instrument. This structure, on AA Leontiev, should include: a) a step motivation statements, b) stage design (program plan) c) step of the design (implementation plan) and g) comparison of the implementation design stage by a conception [6, 153]. On this basis, the model generation, the proposed A.A. Leontief and T.V. Akhutina comprises elaborate transition member from the syntax values to verbal syntax, and introduced the concept of "internal programming". In the article "Inner speech and grammatical processes of generation statements" A.A. Leontief, thinking about the concepts "internal speech", "inner pronunciation of" and "internal programming", noted that the scheduling proper

speech acts via "unconscious building a circuit on which subsequently generated speech utterance" [6, 67]. May be, "Unconscious construction of a scheme" is a subjective statement about the three coordinate objectively existing coordinates - a person, place and time. After reflection and transformation of reality, in the first place, based on the active orientation of the subject in relation to other actors who commit their livelihoods in a particular time and place. Another L.S. Vygotsky, then A.A. Leontiev understood by the meaning of "reflection fragment of reality in the minds of the light of the place that this fragment actually takes in the activities of the entity." AA Leontiev also pointed out that the utterance program consists of a kind of "meaningful milestones", ie It includes "correlates individual, particularly important for the expression, its components - such as subject, predicate, object, or" [7, 159]

Implementation mechanism deictic permeates all levels of the processes of generation and perception of speech.

At the first level process - encourages - shaped "motif alloy and communicative intentions" [3, 90-91]. Obviously, the motives and intentions can occur only in people who commit some act in a certain place at a certain time, and the achievement of the goal set by them requires mutual coordination of the activities of each other. In this motif, as the beginning of the energizing action of the speech is generated based personal, spatial and temporal markers. Considering the beginning of the process of forming and formulating thought by language to be noted that inducing level, driven by "internal image" of that fact, to which the action is directed, is an impulse entire speech production process. In the formation of this image actually plays an important role deixis. At this level smyslovyrazheniya saying "knows" just about anything, not to speak, ie he knows a common subject or theme statement and form of interaction with a partner, a certain communicative intention. Thus, it can be argued that determinacy external influence (directly or indirectly through the interior) to encourage the level of the process of forming and formulating thoughts formed deictic plan speech act - the image of a partner person, place and time of their mutual coordination of activities to meet their needs.

The second level of the process of speech production - the level of the actual formation of ideas through language. In the analysis of this stage AA Leontiev theoretical basis for the existence of this form of care in the form of internal programming, as well as the form of representation in the process of programming the main characteristics of supply in the form of original correlates of subject-predicate-object relations. The person carrying out the activity in a certain place at a certain time, set spatio-temporal relationship with other persons - the communication partners. These relationships, in our opinion, constitute the skeleton of the formation of ideas through language. Deictic markers assume the designation of essential characteris-

tics of the formation of statements of intent. It should be emphasized that the idea how given internal speaker units, subject-circuit, visual code [2, 142] is an individual embodiment, individual implementation verbal thinking, which takes place by means code, i.e. language.

The process of forming and formulating consistent (not verbalization) design language by simultaneously directed to nomination, i.e. the naming of what is to be discussed, and predication, ie, the establishment of the "new - this" links. And accordingly, based on the continuity of the space-time relationship as a form of motion and the existence of matter, can be represented simultaneously embodiment design both in spatial and conceptual scheme actualizes field category (in particular, realization of personal and spatial markers dejksisa) and the circuit timebase actualizes predication field (including time and deictic marker). Spatio-conceptual scheme is a system in which relate to the concept of substantive respects reality, where the coordinating partners in dialogue to meet their vital needs. Simultaneously with spatially conceptual diagram creating category field, the concept is implemented in the circuit time base. Time base reflects relationship between these concepts, ie, reveals the "grammar of thought", which is a reflection of reality, in particular, the space-time characteristics of individuals.

Scheme time base, on the one hand, creates a predication field, on the other - determines the sequence or order of conceptual thoughts complexes deployment. For psychological analysis speaking the process is essential to note that the time allotment is carried out simultaneously at different levels of the voice message. We can assume that all the formative level and especially the phase of meaning can be correlated with a verbal utterance programming process. The program can be seen as a dynamic education, created during deployment design in spatial-temporal scheme based on deictic coordinates reality.

Speaking about the unity of sense-and formulates the phases in terms of predication, we can say that the first phase may be likened to a device programmed grammatical form folded, supporting forms of the word, and the second is the actual deployment of the grammatical expressions (or grammatical construction of in the narrow sense of the word). Stage grammatical structuring seen in the charts generation. This is due to the fact that he reflects the design language the general meaning of the utterance. Naturally, in any of the schemes of speech production emphasizes the importance of grammatical and syntactic processing thoughts. On the formulation phase the organic union of the nomination and predication on the background of the implementation mechanism of deictic. At the same time included two main speech operations:

Thus, forming the level of speech production, the phases implemented and formulation simultaneously updated by the deictic mechanism word selection mechanism, the scanning mechanism and articulation temporarily

program that implements and directly, and purpose during forming and formulating thoughts through language.

Naturally, that the statement of simultaneity of all operations at different levels based on certain assumptions. The first of these is to ensure that the brain - a multi-channel device that can perform operations within a single activity at different levels of mind control. We allow ourselves to assume that the implementation of deictic mechanism as occurs in normal background level of automaticity. For example, speaking only thinks about what to say and in what order. These actions are at the level of conscious activity.

No less important in the scheme of generating a third level implements. This level of actual articulation (speech) and intonation. Note that the program articulation and articulation tonic activity occur concurrently with the updating of the space-time conceptual schema together with the realization that deictic mechanism occurs.

The above levels of speech production process (impelling - shaping - implements) form, as already emphasized, the complex multifaceted flowing in process time, which was determined by L.S. Vygotsky as "the movement of thought to mediate it in the inner word, then the meanings of external words and, finally, in the words" [1, 333].

As we can see, the formation of deictic representations and statements concerning the correlation of the person, place and time through all levels naturally woven into the overall operations of the generation of speech.

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Compression Modern Electronic Discourse

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Annotation: In the context of the popular in today's world of virtual communication through the Internet and mobile communication, compression phenomenon is of particular interest because of the characteristic properties of format and pledged potential. This article examines the phenomenon of compression taking into account the psychological problems of interpersonal communication and features modern electronic discourse. In communication terms, provided by modern means of communication such as mobile communication, Internet, use of the program Instant Messaging in the local and global networks, the nature of verbal conversation with her compositional techniques and language means takes to conquer a position in relation to the speech written in other linguistic genres. In this process, we see a reflection of the eternal desire of man to reality transform implemented in the inevitable impact of this technical improvement. It is important to note that the area of influence of the observed conversion applies not only to human interaction with the material world, but clearly transforms the sphere of language as a natural decoration called human activity. In this case, it becomes legitimate to assume that discuss technical human interaction with the environment determines not only the symbolic form of impact, but also the nature of the internal activities of the language, as well as the psychology of interpersonal communication and the psychology of the individual and society in modern conditions. Further attempt to justify aforesaid assumption.

Keywords: Compression, virtual communication, psycho-linguistic aspects of communication, the Internet.

Dominance of samples of speech has an overwhelming impact not only on the official television speech, but also other spheres of communication through modern means of communication. Such an approach to the nature of the interaction, initially acceptable to communicate in the genre of everyday dialogue, quite actively spread to other areas of human activity. According to Ashley Roach, a manager for the sale of software instant messaging services: - "With this program I can be sure that the right person to me is always available for real-time collaboration" [7, 6]. In a situation of business use of modern means of communication that are convenient to their rapid response, there has been the dominating position of the verbal conversa-

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tion, despite attracts not only oral (talking on a cell phone, voice mail) but also written form of interchange (SMS messages, instant messaging in a local and global network). In such conditions the interaction with its many compression techniques at different levels of language obtains greater frequency of application. We consider it important to note that this fact is due not only suitable than one aspect features wrapped units and the possibility of development and realization of a new potency inherent in a compression phenomenon, but also the active dissemination of the language game of the mechanism in a situation different genres of communication with help of modern means of communication. Indeed language game gets ample opportunities for its realization using diverse techniques of compression of language, that demonstrates its multi-faceted nature. The essential point in bringing language game mechanism in terms of communication in different spheres of human activity with the help of modern technical means of communication is the above-mentioned speech dominance in the genre of everyday dialogue that it is possible just through the use of modern technical resources. Thus, a decrease in the official style of the previously practiced writing business letters originally sent via postal services, further characteristic shipment in electronic form, which partly replaces an era of communication via instant messaging programs in real time. That it is possible just through the use of modern technical resources. Thus, a decrease in the official style of the previously practiced writing business letters originally sent via postal services, further characteristic shipment in electronic form, which partly replaces an era of communication via instant messaging programs in real time. That it is possible just through the use of modern technical resources. Thus, a decrease in the official style of the previously practiced writing business letters originally sent via postal services, further characteristic shipment in electronic form, which partly replaces an era of communication via instant messaging programs in real time.

It is clear that compression as a verbal manipulation of the pressures in the era of information influence in a virtual discourse and the media acts on the one hand, as a factor that provides the format saving space and on the other - it realizes the inherent mechanism of verbal manipulation. This effect is provided by the stereotypes of verbal behavior: First, there is the psychological conditioning of a better perception of short messages and bright compressive in a message; Secondly, brief incentive to produce replica life-rooted objective situation: team orders; Finally, there is a widespread mechanism of language game, in a situation which manifested the rich possibilities of language compression.

Thus, the "game ellipsis" reflects the characteristics of a living speech. Moreover, this type of ellipsis is found not only in real live speech and discourse, by electronic means of communication, but also in literature, espe-

cially in demonstrating the dialogue of the characters. BJ Norman gives examples of the phenomenon of serious literature:

"We had even a Margarita, but she quickly" turned ": artist's model went to the artist on Lamanski, grandmother and the nurse had enough conversations for a year!" [5, 144].

We can observe the action of compression not only when the sampling techniques of this phenomenon at different language levels or the use of sustainable compressed language units, but also when there is an opportunity to connect the function of guessing, imagination in the process of perception of the message. Thus, we can conclude that the very nature of language representation of thought, with both internal and external, is riddled with compression phenomenon. Initially, the proportion sent character code and messages perceived different margin in favor of the received message. This assertion seems reasonable, because the process of perception of the sent message are connected not only knowledge of the language system and the properties of its functioning, but also guessing function, imagination, available luggage of general knowledge, past experience of perception, accounting directly perceived visual and / or auditory component of the addresser, especially possible prior experience with the last extralingual other factors. Undoubtedly, the sender of intentionally takes into account the above factors, the presence of which it assumes the addressee. In relation to this the time agree with EV Sidorov, quoting the following: "However, the implementation of communication activities speaker and a derivative from it construction of the text as a product that determine the properties are not the real degree of knowledge of the real addressee of the language resources that are often speaking little known or not known at all, but it is conceivable speaking property intended recipient's language" [6, 60]. Especially possible prior experience with the latter, other extra linguistic factors. Undoubtedly, the sender of intentionally takes into accounts the above factors, the presence of which it assumes the addressee. In relation to this the time agree with E.V. Sidorov, quoting the following: "However, the implementation of communication activities speaker and a derivative from it construction of the text as a product that determine the properties are not the real degree of knowledge of the real addressee of the language resources that are often speaking little known or not known at all, but it is conceivable speaking property intended recipient's language" [6, 60]. especially possible prior experience with the latter, other extra linguistic factors. Undoubtedly, the sender of intentionally takes into accounts the above factors, the presence of which it assumes the addressee. In relation to this the time agree with E.V. Sidor, quoting the following: "However, the implementation of communication activities speaker and a derivative from it construction of the text as a product that determine the properties are not the real degree of knowledge of the real addressee of the language resources that are often

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As an example, we present an excerpt, which demonstrated an attempt to present the recent history of our state in the form of a list of "keywords": "April, stagnation, failure, obstruction, corruption, prostitution, stagnation, acceleration, perestroika, glasnost, extremists, cooperators, batons, reform progress, the parliament, the rally of the opposition, consensus, revolution, resolution, decree, freedom, hunger strike, strike, leaflet "[5, 53]. In the above passage we are dealing with one of the variants of the language game, relying on the nominative function of the linguistic sign.

Thus, on the one hand we are faced with a phenomenon in which the language due to its flexible nature adapts to the prevailing conditions of development of society, revealing inherent in it a potentiality to change. On the other hand, there is the language changes are not temporary and situational defined, and gradually become the norm, accumulating and transforming the face of the contemporary language and contemporary culture of speech in general. Unfortunately, it must be noted that modern communication culture in conditions which often blurs the boundaries of real and virtual communication through the use of modern means of communication, as well as a high degree of information saturation of modern society brings change is not a positive way to the psychology of communication, the formation of values and the quality of the language. Professor, Dr. Sci. Sciences, vice president of RANS Kapitsa cited in this regard the outstanding Soviet psychologist Alexei Nikolayevich Leontief, astutely observed in 1965 that "the excess of information leads to the impoverishment of the soul" [2, 3]. According to scientists, the media should be aware of increasing responsibility before society, in particular in the formation of values. It is pertinent to add that modern technical communication resource is inevitably involved

in the formation of new value orientations and the nature of interpersonal communication. the media should be aware of increasing responsibility before society, in particular in the formation of values. It is pertinent to add that modern technical communication resource is inevitably involved in the formation of new value orientations and the nature of interpersonal communication. The media should be aware of increasing responsibility before society, in particular in the formation of values. It is pertinent to add that modern technical communication resource is inevitably involved in the formation of new value orientations and the nature of interpersonal communication.

It is quite legitimate question may arise whether it is appropriate to talk about the superiority of the proportional influence of values in the face of the modern language, characterized a significant share of compression is not always justified or predominantly conditionality communication format. The problem of speech, the impact of modern communications, the dominance of the virtual contact cannot but worry the experts in the field of linguistics, psychology, culture and scientific knowledge in general. In this respect it is appropriate to quote Zurab Kekelidze, Deputy Director of the State Research Center for Social and Forensic Psychiatry. Serbian: "If you look at people who communicate via SMS to communicate, it is minimal, and what is called the language of wealth - it is gone completely."

Thus, it is easy to note that as well as the well-known media, new technical capabilities is the world virtual discourse, not just reflect their surroundings, but also affect the social processes in society, the formation of values and, of course, the appearance of the modern language whole. In the context of virtual discourse is similar to use in the field of action of the media there is emancipation "orally-speech elements" [3, 4]. Accordingly, the virtual discourse, language is not an artificial formation, and incorporates all the features of a live speech in the genre of everyday dialogue with the inevitable inclusion of specific items of their own, due to the space-time singularities. However, the linguistic units that differ significantly compression fractions, typical for a virtual discourse, and implemented in the SMS and Internet messages frequently and naturally flow into the oral communicative situations in real time. This is a manifestation of the virtual interaction and interchange and interpretation of real discourse.

Recently, in the print and television media often featured information about electronic nihilists who refuse to modern means of communication despite the apparent abundance of possibilities of the latter. In this seclusion traced two main reasons: a large portion of such audience tries to protect itself from uncontrolled information flow is significantly smaller proportion is guided solely by negative influence of modern communications. Importantly, the electronic intellectual nihilists presented the audience enough. So, professor of philology from the University of Michigan Ross

Chambers, completely renounce the use of e-mail, mobile phone, computer, confident that "electronic communication language causes great damage to the quality of language as such. There is a very strange phenomenon. Written English is mixed with spoken, and as a result suffers not only the accuracy of the statement, but, one may say so, the very idea! "[4, 21]. Toby Moore, author of "Dangerous Liaisons" says Linus, one of the most famous comic book characters Peanuts, who is afraid to part with his blanket, giving him a sense of absolute security of saying that a similar feeling experienced significant proportion of mobile phone users. Realizing the seriousness of the problem, we fully agree with the author that the questions dosing of communication, changes in language, provoked by the rapid consumption of modern means of communication, psychological discomfort pridazhe temporary detachment from the possibility of using the last received insufficient reflection and discussion at the moment,

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Etymology and indo-European basics

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Abstract. Article deals with the analysis of the etymology of the common problems from the standpoint of historical and comparative linguistics. The main problem - the definition of the general laws of semantic development in Indo-European languages. These patterns (phonetic and semantic) are defined as lexicon semantic universals. It uses data mythology and symbolism. This allows us to consider the word as an ancient, taboo metaphor that hides behind the usual, direct interpretation of the many connotations. The term "etymology" originated in ancient Greece. Literally, it means "the true meaning of the word" (Gk. *Étymos* + *logos* word, teaching). In the future, different methods have been used in the history of etymology. The most reasonable is the method proposed by comparative-historical linguistics. Turning to the work of scholars such as V.N.Toporov, V.V.Ivanov, it is important to raise the issue with the use of etymological research data and mythology of ancient symbolism. That is, to present the word as a metaphor, namely the metaphor of the genetic, or taboo. By definition, etymology - a section of linguistics, in which on the basis of comparative historical method restored (reconstructed) is the most ancient derivational word structure and elements of its value (internal form of the word) that resulting from various intra language, cultural, social, inter language and territorially-time processes were broken, displaced, lost or contaminated. Etymology - the science of the motivational relations underlying meanings of words, the science of models (algorithms) and semantic motivation of a nomination basis.

Keywords: Etymology, semantic development of Indo-European languages, linguistic universals.

Along with the etymology stands the so-called linguistic paleontology - a branch of linguistics, which aims to restore the "way of thinking", living conditions and spatial distribution of the original speakers of the language, from a study of its vocabulary, semantics and other features.

According V.N.Topor main task etymological analysis is the "determination of coordinates of different systems (phonological, derivational, lexical, semantic, poetry and the like) whose intersection generates a given word, and determining the path followed by the word" [7, 51].

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To some extent similar to decipherment in which part on the immediate data, and based in part on indications mediated maximize recreates a particular process or multiple processes in their entirety.

Only the presence of certain phone-semantic matching of a word, making it possible to install it in the algorithm languages (particularly evidenced in the earliest monuments of writing) can bring him out of isolation, to give him the "right of citizenship" in the system of the language.

From the earliest stages of their development language is presented as an integral system of levels, categories, connections, which nevertheless combines different - chronologically, both qualitatively and quantitatively - elements. Etymological analysis usually gives the ability to set-word-forming and morphemic semasiological correspondence between the lexical and semantic elements, ie identify earlier, not certified in written monuments roots, shape, value, word-forming elements (archetypes archetypes or system) based on the later presented in the same language (internal reconstruction). On the other hand, it is possible to establish correspondences and within a few - closely (e.g., German) and - Languages (external reconstruction, e.g., based on a number of Indo-European languages). Such an analysis can also identify the earliest known ("source") the form and semantics of the language units (the root word), which is called the etymon.

Utmost importance for the etymology of a method of extrapolation: based on some phonetic or semasiological ties in synchrony or diachrony draw conclusions about the obligatory presence of other links are not directly attested, or about the possibility / impossibility of the existence of certain forms of relationships and processes.

Material heart ancient word symbol that is originally the sacral formula were vowels and vowel combinations (vocalic nodes). Form of the word was taboo for its values, and the value of taboo for the form. It is a combination of vowels (ai-, ia-, au-, ua-, ei-, ie-, eu-, ue (i) -, ou-, oi-) subsequently "overgrown" consonants and consonant to the right and left: the consonant originally served as "charms" (particularly taboo elements) for "sacral" vocalic combinations. Older protoform Indo words are modeled "non-syllabic vowel or vowel" (and also the combination of vowels) + consonant (consonant could stand only left or only right of the vowel or the left and right simultaneously [preformanty and determiners]). "These initial forms - the following: ab-, bha-, uab-; ad-, dha-, dau-, uad-; ag-, gha-, uag-; al / ar-, lai-, lau-, ra-, rai-, rau-, uar-, ual-; as-, sai-, sau-, uas-. Similar protoform possible with other vowels (e, i, o, u) »[2, 19].

Comparative-historical linguistics allowed the allegations about the presence of common elements inherent in different languages, as well as some of the general laws of development inherent in language. Based on this assertion is the presence of common bases Indo, which were isolated (listed) A.Valde [13, 32].

When words need to appeal to its semantics, which can be directly linked with the ancient symbolism and mythology. Therefore it warranted use in the etymological analysis of the data dictionaries of characters and mythology. Wherein different values are identified words possible combinations of values, of which, then, may allocate basic value, and is important for establishing the initial root etymon.

After considering any symbol, such as a sword or a color (magenta), and analyzing its structure, it is possible to identify both real and symbolic component. First of all, the object is considered in isolation from the others. Secondly, it reveals a practical, utilitarian function. For example, a sword, or, with respect to color, only the emperor had the right to wear purple clothing. Therefore, when speaking of the emperor clothes, it is understood that it purple (as the symbol of power). Third, it reveals what makes the image of the symbol - of his "symbolic function." This reveals a special metaphysical significance. It turns out that the sword, iron, fire, red, god Mars, rocky mountain interrelated because constitute one "symbolic line."

Thus, the fire on the mythological representations associated with thunder and the god Perun. Fire sacrificed animals. There is a myth about how to obtain fire. Fire is a formidable and dangerous elements. At the same time he is home. Also playing a symbol and protector of nature.

In the dictionary of symbols fire is related to the concepts of life and health. Fire is a symbol of transformation. Fire designed to illuminate and preserve the heat generated from the sun. I could clean from the contamination of or destroy the forces of evil. Fire is the way of energy which can be detected at both animal passion and spiritual energy in the discharge. Fire is the archetype of all phenomena. Pass through the fire - is to come to equilibrium within himself.

When the lexical-semantic analysis reveals the following correspondence: Greek - πῦρ - Latin - ignis - French - feu - Gothic - fōn - the Swedish sky - eld - English - fire - Russian - ogon - Sanskrit - agni- Avestan - ātar.

Word for "fire" in different languages, are compatible with the concepts of "burn, burn", "heat, the heat," "light."

1. Indo-European root * pewōr, * pūr, * pun «fire, flame" (perhaps a comparison with the concept of "clean" / pure, French -. Net /). 2. The Greek πῦρ, gothic fōn, the British fire, German vuur, Roma pýr - «ashes». 3. Indo-European * egni-, * ogni- «fire» (perhaps the comparison with the concept of "knowledge" / Knowledge, English -. Knowledge, cognition /). 4. The Greek φῶς - «light». 5. The Italian fuoco, French feu, Latin focus - «space for the hearth, home." 6. Sanskrit tapas-, Avestian tafnah- «warm» Latin tepor - «heat". 7. Irish āed, Greek α'ίθω - «light, light." 8. vatra Ukrainian, Romanian vatră - «a place for fire, fire." 9. Sanskrit vahni <vah- «carry, transport», Agni - «fire", Sanskrit anala <an- «talk».

Allocated values: 1) purification; 2) knowledge of the symbol, the knowledge transfer, speech;

3) a symbol of warmth, life, movement.

Perhaps the selection of the main values (Indo-European root * as- "burn, burn", "heat") - fire - heat, heat. Other values thus will act as purchased or semantic transitions will be observed.

Speaking thus of the lexical-semantic universals, it is necessary to understand some of the common, basic laws that apply to the word, but it is also necessary in any analysis, including etymological, to take into account the historical way of expression and the changes in value that occurred at different times. Thus, semantics, and opportunities for development will take into account the value of speech in combination with other elements, and the basics.

The main Indo-European roots of the matter: ab- «water», bha- «shine, shine, shine», uab- «scream, call, complain», ad- «establish, appoint», dha- «connect», dau- «burn, annealing, "" wound », uad-« upward, upward "; Ag- "develop", "grow», gha (bh) - «miss understand," "to perceive», uag- «scream"; al / ar- «on anything", "pass on anything», lai- «greasy, fat», lau- «enjoy the respect, Fiduciary eat», ra (bh) - fury, fury, rage », ual-« to be strong, tough, "as-" burn, burn "SAI-" suffering ", " disease ", " wrong », sau (el) -, sauol-, suel-, sul-« sun » , uas (to-s) - «terrible».

By substituting these roots allocated as basic with etimologizirovanii may identify other seed, developments and changes of data values.

Thus, the methods used in the etymology as search phonetic matching, the search etymon, i.e. basic values, and the identification of additional values using data symbols and mythology, may be used in other areas of linguistics, when operating with a word.

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- The list of the literature:

Influence referential aspect in portrait characteristics of the hero based on the author English-language literature and folklore

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Abstract. The article is devoted to studying the referential aspect in portrait characterization of the hero on the material of the author and (folk), the English-language literature. Due to the referential component communicates actually created in a particular literary work, a conceptual material both author and recipient. Portrait characteristic of the character is an integral part of the ideological and artistic conception of the author. Her true perception allows you to properly understand the work as a whole, as well as to adequately translate into another language. As is known, the author's fiction came later folklore and, perhaps thanks in part to the oral folk art. According to the prominent Russian philologist academician, poetry origins lie in the national ceremony. Originally poetry was a song performed by the choir and accompanied by music and dancing. It happened in the syncretism of an era when the arts existed junction. Through the syncretism forms of art is the development of all the peoples on earth, but not everyone came to their separation. Unlike myths, folklore is considered an art form. That it is also reflected shaped pattern of the world's people living in the more developed societies, economically and politically. However, the naive picture of the world and, as a rule, the straightness and uniformity of the storyline, imaginative picture of the world in different nations was reflected in the original materialized metaphorical images that are heard not only through the verbal code to the listener or the reader's consciousness. Initially, folklore works were presented to the recipient how to take action. Mythological subjects perceived the accompaniment of musical instruments as well as, for example, in the eastern Slavs tales of heroes-heroes or ancient Oriental epics of Gilgamesh. So to create unique images of the characters and the world around them. Every time a picture of the world received the configuration that selects the narrator. Therefore, there could be no repetitions. Even with the advent of writing texts copyists allowed "freedom", associated with the inaccurate reproduction of the original, for various reasons, including in connection with poorly understood source text. Suffice it to recall various embodiments tales and other genres folklore recorded in different versions, different collectors.

Keywords: aspect characteristic portrait, author, fiction.

*Chinese linguistic academician, Song Kang-ho and Sol Kyung-gu.

Describing artistic creativity, which includes folklore, it should be recalled that it is the spiritual and aesthetic development of peoples has led to their different types of art, including literature. High sensual perception of reality has pushed the man to express all this in words, for the understanding of which is not enough to know the language and culture, it is necessary to perceive the shaped component, to isolate the particular perception of the world and be able to decode the images embodied in the characters. Communication actually created in a particular folklore, with the conceptual material is mediated by a number of components, one of which is referential. For example, in the description of a folk character encountered established adjectives concepts and conceptual material, included in the so-called cognitive base and, therefore, understandable for any recipient: He was very brave and strong. He was the strongest man in the whole country. He was stronger than thirty men. Tells Beowulf, an indication of which comes through definite descriptions. Beowulf is assigned to the exorbitant power which is transmitted not only through the repetition of the epithet "strong", and through the comparative and superlative of this adjective, which inevitably leads to quality enhancement (a special kind of graduation). An essential factor in the comparison is an object phenomenon situation, action and m. P., on what is being compared. In this case, it is clear examples of any person: the whole country and thirty people - both extensively along reference attachments and reflectively perceived by the will of the creator of the image, being unambiguous in their state. Anaphora He was also enhances the impression of the power of the hero. Thus, referential component "carries" the recipient itself to FIG character through repeated multiple (He was) and a plurality of reinforcing impression adjectives in varying degrees comparing related to referential indicators (unique words). It should also be noted that as used referential components different parts of speech: pronoun - He; whole; adjective - brave; strong; (Strongest; stronger); noun - country; men; numeral - thirty. Denotative situation recreated by the recipient in accordance with the referential aspect has virtually no errors, despite the fact that in front of us - a metaphor deployed, including words with abstract meaning (conditionally accepted, and on the merits). These words take on quite a palpable sense of it in the text. References can be called direct because of his own name and assigned to it a definite description, which has a clear and intelligible sense, hyperbolic comparisons easily translated into any language, because the concept of the content included in the so-called cognitive base of all mankind. Such examples of reference characteristic of folklore. However, we must remember the referential aspect depending on the genre of the work. In the first case it was considered an example of the heroic epic, the following is a simple poem "591 My Little Wife» [4, 591], which also has a definite description leading seemingly to indirect references: I had a little wife, The prettiest ever seen, She washed

up the dishes , And kept the house clean. She went to the mill To fetch me some flour, And always got home In less than an hour. She baked me my bread, She brewed me my ale, She sat by the fire And told many a fine tale. The poem is a detailed explanation of why the little wife to the hero, on whose behalf the story goes, was the prettiest ever seen. But we do not know neither the name of the hero, or his wife's name; before us the image of women's activities, which has never sat idle. This effect is achieved by means of predication. The most frequent use of verbs than adjectives: washed; kept; went to fetch; got home; baked; brewed ale; sat and told shows, on the one hand, on the dynamic image, on the other hand, the absence of a referent, and thus the reference. Unlike proper names, in predicates no referent, but there is only a certain amount (extension), ie the set of all objects in respect of which that term is understood as the predicate true. From this concept, so that the authentic bearers of reference from the language are bound variables, and in natural languages are closest to, to be considered as their counterparts, pronouns [7, 222]. in predicates no referent, but there is only a certain amount (extension), ie the set of all objects in respect of which that term is understood as the predicate true. From this concept, so that the authentic bearers of reference from the language are bound variables, and in natural languages are closest to, to be considered as their counterparts, pronouns [7, 222]. in predicates no referent, but there is only a certain amount (extension), i.e. the set of all objects in respect of which that term is understood as the predicate true. From this concept, so that the authentic bearers of reference from the language are bound variables, and in natural languages are closest to, to be considered as their counterparts, pronouns [7, 222].

So, this definite description denotes (denote), but does not indicate (refer) to a specific object, ie it is denotative, but not referential, reference is opaque:.. Such qualities can have a certain set of subjects, including some "ideal" . In the latter case (fastening descriptions for the "ideal") referential aspect will be present as the case - display concrete proof.

Traditional literature and, in particular, may be mentioned approach folklore for describing another character - flies [4, 1114]: Come hither, hither, pretty fly, with the pearl and silver wing; Your robes are green and purple - there's a crest upon your head! Your eyes are like the diamond bright but mine are dull as lead!

Compared to the previous example in this case emphasizes the adjectives, adjective and comparison: pretty; pearl; silver; green; purple; like the diamond bright. Definite description is directly related to "fly", pointing to the reviewer of "The Fly", however, if in the previous case, reference is difficult due to the lack of a proper name or a demonstrative pronoun, that would indicate the referent, and the correlation with the reality cannot be considered "transparent ", in this case it is necessary to pay attention to the

selection of a particular object with a generic-specific and detailed descriptive indication. In addition, repeat adverbs hither, hither is a bond to a certain place that would seem to strengthen "the position of" referential aspect. However, to this description, we can apply: "Once there was a fly," or "the entire fly", "any fly" Despite all the descriptions that accompany this character. Therefore, as in the previous case, the denotation is present, and there is no direct reference. If the flies were named as the famous character Korney Tchaikovsky Flies Boldly Buzzing and unique definite description: Fly, Boldly Buzzing Fly, Gold plated belly! Fly on the field went fly coin found. Mocha went to the market and bought a samovar ..., then we could talk about a clear reference, aspect of the case-reference. In contrast to the folklore, in the author's fiction portrait characteristics of characters is more detailed and is, rather, "the author's exquisite" inherent to an author and his style. Thus, for example, O. Henry in its story "Girl" gives a detailed description of the character [6] Hartley cast a quick, critical, appreciative glance at her before speaking, and told himself that his taste in choosing had been flawless. Vivienne was about twenty-one. She was of the purest Saxon type. Her hair was a ruddy golden, each filament of the neatly gathered mass shining with its own lustre and delicate graduation of colour. In perfect harmony were her ivory-clear complexion and deep sea-blue eyes that looked upon the world with the ingenuous calmness of a mermaid or the pixie of an undiscovered mountain stream. Her frame was strong and yet possessed the grace of absolute naturalness. And yet with all her Northern clearness and frankness of line and colouring there seemed to be something of the tropics in her - something of languor in the droop of her pose, of love of ease in her ingenious complacency of satisfaction and comfort in the mere act of breathing - something that seemed to claim for her a right as a perfect work of nature to exist and be admired equally with a rare flower or some beautiful, milk-white dove among its sober-hued companions. From the age and ending with the heroine outfit, O. Henry creates nothing unique image Vivieny - the main character of the story "The Girl." It uses a palette of colors speech means of artistic expression and the possibilities of the English language; detail in portrait characterization, his manner very similar to the author of Russian natural school - is enough to recall the description of *Ilya Ilyich Oblomov* in the eponymous novel by Ivan Aleksandrovich Goncharov. "Physiological sketches", since the forties of the XIX century, has become almost the most "fashionable" genre fiction, gave further impetus to the development of a realistic image of the method of heroes, and in the image of the characters developed the ideological content of works of art - criticism of the dark side of urban civilization, compassion the "little man"

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Along with the complication conceptual content product is detailed image of the character, each item has its art meaning. Thus, in describing Vivian, the author, on the one hand, it describes the appeal of the heroine, comparing it to something with the pixies - the pixie of an undiscovered mountain stream (good little creature in the folklore of south-west England, in the counties of Cornwall and Devon, in some novels, pixie incarnated souls of infants who die before baptism), then a siren - a mermaid, which, on the contrary, the creation of evil that seeks to kill his singing (antithesis). Using referential sending (in comparison), O. Henry shows that under the outwardly calm and pleasant, nice views lies a calculating mind, something tells mystery, intrigue pumps. And this "something" - some contradictory, innuendo in the form along with a detailed description. All this fascinates and captures the reader. Vivien image is recognizable, the reference, it has a proper name, which, on occasion, can become a household name.

Agatha Christie's "Orient Express" through the protagonist, detective Hercule Poirot, reports portrait characteristic of the female character, so there is a "double reference": on the one hand, the correlation with the female character, and on the other, by Poirot as a careful investigator, notes the smallest details, coolly lowering the emotional, expressive language, concentrating on the major symptoms: She was, he judged, the kind of young woman who could take care of herself with perfect ease wherever she went. She had poise and efficiency. He rather liked the severe regularity of her features and the delicate pallor of her skin. He liked the burnished black head with its neat waves of hair, and her eyes - cool, impersonal and grey. But she was, he decocted, just a little too efficient to be what he called ". Jolie femme" Strong, never lose your head, kind of business, strict regular features, cold and impassive gray eyes, too business-like - here is a list of epithets, which awarded the heroine supervisory Poirot. Just what it is: a young woman, her easy manners, clear pale skin could somehow mitigate somewhat alarming image of a female character, but Poirot concludes: "But pretty it does not name - she was too business-like." Thus, Agatha Christie reaches incredible effect - in portrait characterization of the character we learn about another character - two referents, and have definite descriptions and proper names. cold and impassive gray eyes, too business-like -

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- She writes about her character Arthur Conan Doyle's novel "The Lost World." This portrait characteristic is the complete opposite of the previous example, since Conan Doyle depicts the embodiment of femininity: somewhat dark skin, almost like Eastern's women, raven hair, big eyes languishing full, but perfectly outlined lips - all this speaks of a passionate nature. To create an image of the author resorts to known epithets, using referential sending - a comparison with the eastern women, which in itself has a rich presupposition, since the image of Eastern European women have long been the referent has a particular, recognizable descriptions. The attractiveness of the image - one of the known techniques, making it possible to "sit" read the product to the end. Proper name, of course,

Thus, the particular referential aspect directly affect the perception of the portrait image of a character and copyright art. However, with the features of the referential aspect of these two types of literature associated primarily different attitude and perception of the world created images. For folk literature, particularly in the early stages of development, characterized by a naive view of the world and as a consequence of the same type in the transmission of images of heroes (it is peculiar to all linguo cultural communities). When translating works of literature is impossible to ignore as to

create an adequate and effective transfer must not only know the language, but also well-versed in the referential aspect.

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Conceptual metaphors in the French discourse

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Abstract. Innovations in linguistics, replacing one paradigm with another, lead to new research methods. In recent years, the place of language in society as well as the role of the language, the reflection and expression of the surrounding world, the study of the mental aspects of the concept of reality have been one of the main linguistic objects, which has led to the formation of cognitive language.

Cognitive-discursive nature of modern linguistics, scientific studies are considered the most promising because it is the principle of modern linguistic science and focus on the human factor in language / communicative personality in the concrete manifestation (gender, psychological, social, emotional, rational, etc.) and it allows extremely new, sometimes unexpected results for understanding the world and man, and interpreting language manifestations in a new way.

Key words: M.F.Akhundov, M.B.Mammadzade, literary heritage, emigration period.

Introduction

Researches on classic literature of Azerbaijan have a special place

Political discourse, acting as a driving force in the formation of state policy vector, electoral thinking, has been the object of modern linguistic research. Actual issues of political discourse have been studied in one or another way in the scientific works of linguists of different countries. In particular, the theory of discourse and textual linguistics (A.Mammadov, B.Ismayilov, i. Q. Baranov, V. V. Bogdanov, R. Vodak, B. M. Kasparov, T. van Say, V. Dikman, V. I. Karasik, M. L. Makarov, P. Serio, V. Holly), cognitive linguistics (A.Mammadov, M.Mammadov, F.Veyselli, A. N. Baranov, V. V. Krasnyh, Y. P. Kubryakova, C. Lakoff, Ch. Fillmor), sociological linguistics (L. P. Krizin, N. B. Meckovska), linguoculturology (Y. M. Stroke, V. I. Jelvis, V. Q. Kostomarov, N. A. Kupina, Y. A. Sorokin) and other spheres have been widely analyzed in the contemporary scientific work of national and foreign scientists.

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Though there are a number of specific studies and certain achievements in the process of solving the theoretical and practical issues, many aspects of the political discourse are still being discussed.

This article analyzes conceptual metaphors in the French-speaking political discourse.

Political discourse is an important linguistic phenomenon in everyday life of every human being and serves political processes and forms with relevant texts. The purpose and function of a political discourse is to use brilliant language images, words and phrases, which, first and foremost, attract attention and influence. And this language performances, mainly due to political figures, take place. It is precisely the politician's ability to achieve the ultimate goal - to achieve the achievement of power. In our opinion, provision of an official speech (program presented in the thesis form) with expressiveness, emotionality and image is one of the important manipulation strategies.

The political discourse in real-time is of particular interest to the strong pragmatic interest. Political discourse is a contrast to many complex psychological, ideological and cultural processes in society. The political discourse is a formal exchange of views, and the realization of various alternative activities in relation to these views is necessary for the society to deal with existing problems. [Mammadov A. Mammadov M, 2010; 39].

The psychological aspect of the political discourse is to promote consensus among the citizens, as it facilitates the solution of problems such as poverty, crime, racial discrimination. [Jonson and Jonson, 2000; 1].

In recent years, French-language political discourse has been widely used in the use of stylized tropes and figures, which provide brilliant ideas, distinguishing key points, opening emotional states of the speaker, and directing listeners' attention to the subject of the speech. Political discourse texts refer to the explicit expression of speech as they have these features.

The analysis of cognitive metaphors in French-language political discourse is of great importance. Scientific sources [Mammadov, Маммадов, 2010; 50] We would like to note that on the basis of political discourse is related to the type of conceptual metaphor is the most verbalized discourse because the political discourse formed primarily reflecting the points of view of people are using the conceptual definitions. По мнению Дж. Lakoff "conceptual metaphors refer to the nontraditional cultural culture paradigms of the tongue. Looking at people in the minds of the people, they are astonished, because they are meticulous or metaphors." [Lakoff, G. p. 210].

Political discourse relates to the most common types of conceptual metaphors. Political discourse, which serves political processes and forms relevant texts, is always in the spotlight with its originality. Political discourse prefers metaphors created through psychological, cultural, political

and ideological conditions. Thanks to Metaphor, the politician stimulates the thinking of the opposite side and increases the comprehension power.

Common language, often as a means of stylistic expression metaphor is being considered. Emotionally-pleasing elements in the discourse (symbolic operation of words, reconciliation of sharp contrast elements, paraphrases, frazeological combinations, tropes and figures, metaphorical use of terminology etc.) This is due to the explicit impact on the reader. Using metaphors gives the tongue radiance, which makes it more readable by the reader (listener) more readily.

The political discourse is also used to provide the reader with a political and propaganda influence to manage the metaphor for the public consciousness of the audience. Since the political dictatorship, which has a diminution of interactivity, is a speaker with speech, he tries to keep his audience in action by trying to convince the audience.

The attitude of politicians to the government is fully reflected in the language. The change of the semantic structures of the word, the variability of the denotative and connotative meanings of one or another of the signs of the word, auxiliary relationships of words, and so on. language events are purposefully used by politicians.

As the conceptual theories metaphor is a language of panorama of the political world, its conceptualization and structuring. By the help of Metaphor, the subject of political communication has the potential to make the difference. It creates, in the consciousness of the addressee, the metaphoric model, and the formulated panorama. (Chudinov AP 2007, p.127-128)

Metaphoric thinking is one of the creative abilities of the person. Indeed, turning to the metaphoric expression of an ordinary object, word, gesture, in an unusual way of being one of the distinctive features of personality. Metaphor as a cognitive instrument directs a person to understand the cognize the political discourse, because for an understanding of this is an instrument to make things difficult (A.Mammadov, M.Mammadov, 2010, pp.56-57).

In this investigation, we have a history of social experiment, social identity, relationship between the peoples, social inequality, and hostility and homophobia.

May we say that each of the Candidates (in 2012 pre-election company) m flame up in this or that for certain social groups to the attitude of enmity, hatred of Hollande spoke in relation to the rich people, the poor people that were mentioned Mitt Romney spongers, Mar-in Lue Pen and Sarkozy in the negative tonality expressed their opinion on the emigrants, Luo Moreover Pen expressing her opinion on the marriage of persons of homogenous Showed her negative opinion to this issue, but Sarkozy and Romney spoke against the civil partnership.

F.Ollande's speech is rich with conceptual metaphors. In his speech, "Financial World is an Enemy".

[...] Dance cette bataille qui s'engage, je vais vous dire qui est mon adversaire, mon véritable adversaire. In addition to the title, pas de visage, the passion of the party, the présentera jamais sa candidature, what sera donc pas élu, et pourtant il gouverne. Cet adversaire, c'est le monde de la finance

....
F.Olland's description of the economic crises in Europe is like the effect of metastasite and later on it is widely spreading all over. FOllande banks also used the word in his attitude to the amputation (deprive of smth, cut off).

Showed F. Ollande's initiative to formulate a new conceptual Fuland METAPHOR. Developing the semantic meaning "We are French", he used such conceptual metaphors as France is in Debt, Financial World is a Creditor.

[...] Moins nous aurons à emprunter, plus nous serons final libres de nos choix. Alors il faudra faire une grande réforme fiscale

It is difficult for the people not having enough information on the field of the economy, to understand the metaphoric expressions used by Sarkozy (4) FOllande, while trying to Explain expressing his position difficult, complicated Theories of the Simpler terms, used in the for his Debtor and Creditor which are fully understandable terms Voters. Undoubtedly, it is better to live on one's own; the least debt we borrow, the freer we feel ourselves.

FOllande of the self-belonging strategy was not well-known in France who, before he became a candidate to the president of France, was using the word "I" Repeatedly. FOllande's anaphoric expression, "I am the President of the Republic, became famous and he used this expression anaphoric Sarkozy with 15 times in histeledebate. As to the calculation of Jean Veronis, who is a linguist, scientist, in the 1000 words among these Debates FOllande, used the word in the nominative case belonging to the first person singular "I" for 22.6 times (Veronis J . Moi, Français ç Hollande // le monde . Fr., 2012). For the comparison we can say that N.Sarkozi uttered the term "I" for 17 times out of 1000 words which he used. FOllande for the quantity of using the word "I" who'd had reached nearer to the record of FMitteran used "I" 24 times out of 1,000 words for. Such a frequency of use of the first person in the nominative case "I" May I speak to a person who has never been represented in the government, strong "," hard-working "personality (Parshina ON 2012, p.43); basing on the results of the elections, it is possible to consider this as a successful one. Repetition of persistently anaphor, made Deeper impression on the electorate after the debate and 43% of the electors FOllande Convincing considered, but only 30% consid-

ered Sarkozy Convincing (Dyevre D. Sondages: Apres le Debate Hollande L'e mporte toujours). F.Ollande managed to introduce himself as a person knowing "what to do" and "how to do" in his reelection speech. His speech consists of numerous concrete sentences: Moi j'ai fait le choix du sérieux , de la responsabilité / I'll accept ... putting cowards, discourages people and conservatism aside

J'ai - as a politician with strong logics toujours suit la ligne que je m'étais fixée / I always support the line of activity I have identified;

Je préfère bon sur une position que je défends depuis des années plutôt que d'en changer sous la pression des circonstances / I prefer to support the position, which I have been supporting for years; a humanistic politician: J'aime les gens, quand d'autres sont fascinés par l'argent / Other people are interested in money, but I love people; A optimistic person: Je suis un optimiste de la volonté . Je crois que le meilleur est possible / As to the steps that I make, I am optimistic. I trust in the best of things.

It is necessary to note that F.Ollande 's observations on human beings give him the chance to apply the model of J / Lakoff . F.Ollande associates this model with impressions on the "careful parents". F.Ollande in the frame of the tactics of confrontation tried to stress the fact that he was different from Sarkozy in supportive people, having no supporters in the community : Moi , je protège les enfants de la République , vous , vous Protégez les plus privilégiés , but you're supportive of privileged people.

In Ollande's speech, two main values are: equality and justice. Now, let's consider the contexts which he used:

The concept of equivalence of the word is used in several imaginary metaphors.

Equality Does Not Mean Underneath the Assistance of Somebody / L'ÉGALITÉ, CE N'EST PAS L'ASSISTANCE

Equality is Solidarity / L'ÉGALITÉ, C'EST LA SOLIDARITÉ

Equality Does Not Mean Making People Equal / L'ÉGALITÉ, CE N'EST PAS LABORATORY

Equality Is Justice / L'ÉGALITÉ, C'EST LA JUSTICE

Justice for Hollande expresses more important value. In all his speeches he used the same expression, in rare cases, he changed the syntax of it.

[...] Aucune décision, aucune réforme, aucun choix qui seront présentés par un ministre, ne pourront être pris si je n'ai pas eu la réponse à cette question simple : "Est-ce que c'est juste ?". Si c'est juste, je prends la réforme, je prends la décision, je fais le choix. Si ce n'est pas juste, j'écarte la réforme, j'écarte la décision et je ne fais pas le choix. La justice, la justice d'abord ... Seule la justice doit guider notre action .

The majority of the conceptual metaphors speak to him about Sarkozy himself helped. In Vilpent he introduced his speech in a form of a story. At the same time he shares his imaginations about the ruling power.

Power is a Load

[...] J'ai senti sur mes épaules le poids de la charge, de la fonction, des responsabilités.

Power is a Trial

[...] Je savais qu'il y aurait des tempêtes, des épreuves, des montagnes à gravir.

Power is the Ability to show Resistance .

Presidency is a Profession

[...] Si ne ne sait pas prendre de décisions, si on ne sait pas sobre non, si on n'est pasable de tenor, alors il faut vraiment changer d'orientation professionnelle.

All these four metaphors create opportunities to realize Sarkozy's Strategy self-presentation. The Metaphor PRESIDENT is a profession that stresses the fact that he takes his role seriously and that it is impossible for a person to be able to rule . Openly Hints metaphors linked with the power to Sarkozy's ability to pass through this trial and be stable in the policy to carry this heavy load. As to him, he has been able to demonstrate his ability to liquidate any difficulty, hampering him.

Europe is a Fortress and its Borders are the walls of this Fortress.

[...] Si la France a accepté la libre circulation à l'intérieur de l'Europe, c'est pour que les frontières de l'Europe soient mieux défendues et non pas moins.

The frame "fortress" used by N.Sarkozi to describe Europe, establishes contradiction with the metaphoric expression "the location in which all the winds are restlessly blow " .

[...] L'Europe ne peut être un ventre mou, un espace ouvert à tous les vents. L'Europe doit redevenir un idéal, une volonté, une protection.

We all think we are safe when there is not in the open space, but when we are in the surroundings, we feel in a safe condition. As the logics of N. Sarkozy, the emigrants described as the metaphoric description of the unbelief in our hearts: it is better to be surrounded by the walls and feellessly blow. Thanks to such a conceptual METAPHOR from the emigrant winds it seems natural to hide behind the walls of the fortress of the Schengen Zone. We remember that any fortress is intended for defense. If Europe has to define its boundaries, we should suppose that it is about the enemy of the Europe, surrounding it. N.Sarkozy admits, that to fight against the Shngen Zone. So, it means that emigrants coming to Europe are from the countries of the enemies of Europe.

Country is Human Being, France is a Fight .

[...] La France n'est pas seule, la France a des alliés, la France a des amis, la France a honneur.

In the second metaphor: "I ask myself, why is it that I am a Frenchman? " " (Je me demande pourquoi monseur Hollande doit absolute pour dire mal de moiminimiser les résultats de la France) .

The attempts to establish unity with France (to hold himself with the equality France) finds itself one another by expressing one of Sarkozy in the preelectionPlacard. Here, he by the implicit claim "I am the Mighty France" has been described in the profile under the signature of La France forte (Mighty France).

Below we will talk about "We are French but They are immigrants" . METAPHOR mentioned here, which has been the conceptual clarity of the system Throws light on the values of the candidate of the right wing: Sarkozy very often gives moral value to the objects, described in his speech.

Muslim Woman is Prisoner.

[...] On n'accepte pas qu'une femme soit enfermée derrière une prison, fut-elle une prisoné de tissu !!

[...] Chez nous, dance la République Française, une femme n'est pa s enfermée derrière une prison.

N.Sarkozi establishes confrontations between the traditions and the French traditions using the concept of Freedom and equates it with the metaphor "prison". This metaphor has been based on the outer similarity: a woman of veiled face in black chadra , as if it's like hiding behind the latticed doors.

N.Sarkozi characterizing the Muslim woman with this character: Freedom is Good, Prison is Bad . So, our mode of life is good, but theirs is Bad .

N. Sarkozy's speech in Vilpente has an original composition: when he speaks of "what he experiences", "what he will learn" he relates about himself and about his own views. In his Vilpente speech he used frequently the anaphors - "I understood that ..." (J'ai contains gue ...) and "I learned that ..." (J'ai appris gue ...) all those who make the voters to cognize that none of Sarkozy's opponents are able to speak about themselves like this and that only Sarkozy has a necessary experience for being a president. In the middle of his speech, he speaks about it.

[...] J'ai consists of a collection of président de la République de la République de l'Histoire et qu'au fund, rien ne pouvait y préparer avant de l'avoir vécu.

Longing for Sarkozy being as many of the Elected Politicians both directly and indirectly Repeatedly notes for the next season and by putting his authority himself to a question, he answers them Freely. He, as a ruler supports high the constructions "Do you know that ..." (savez-vous ...).

[...] Savez-vous quels sont nos deux déficits de balance commerciale ? La Chine, 22 billion, et l'Allemagne.

[...] Savez-vous combien nous avons financé de million d'heures de chômage partiel en France ? 180 million.

At the same time, N. Sarkozy charged in Hollande unexperience (see strategy on the part of the attacks and Discreditation). During the debates, Sarkozy repeatedly putting questions to Hollande checks how well he is informed of the question. By this, he surmises that he has attempted to show the audience, even though Hollande fails to answer them.

[...] Savez-vous monsieur Hollande, vous qui êtes depuis si longtemps éloigné des dossiers, que 2009, les recettes de la France ont chuté du jour au lendemain de 25% ?

Sarkozy used the strategy of self-presentation is another word "defend" (he used the word "défendre" in 15 times, 10 times the Vilpenti; the word "protéger" adequately used by him was 5 or 7 times). N. Sarkozy introduces himself as a defender and even the Savior of the country. Repeatedly Sarkozy stressed on realizing his responsibility in this strategy.

Thus, N. Sarkozy creates his own image of a responsible, experienced, brave person, always ready to defend his country. By this image N. Sarkozy as to George Lakoff's model makes the impression of "A serious parent". As any "serious parents" he gives moral value to the people surrounding him and speaks in the moral language. This happens not only on the confrontation of "True-False," but also on the confrontation of Holiness and Humiliation. The fact that Sarkozy acts as a serious father, is a homosexual and an act of peril, and it is logical. It is interesting to know that the French language the word "serious" (austere) and serious economic measures (austerite) are of the same roots. Also, the word "austerity" may also express the meaning of "seriousness". So, the model of family is widely used, but it is also used in social policy and economy.

N. Sarkozy, different from Olland, addresses to the opposition "We" and "they". As pointed out Rut has Wodak, such kind of formation the term "we" is introduced as a positive personage, but "they" as a negative one. As to N. Sarkozy the term "we" means Europe (enduring, free, defending and equality). N. Sarkozy used by Rut-Wodak, representing the emigrants (Wodak R. 2001, p.74) by using a number of strategies of "out group".

N. Sarkozy introduces his arguments in favor of reducing the flow of migrants from France, which may be damaged by the number of migrants coming to France. Here we can see that in this case it is not the migrants who have been victimized by their lives and live under the hardest conditions, but it is a local one.

[...] Si la France is a part of a partisier souveraineté, c'est pour être plus forte, non pour être plus faible. Pour promouvoir une civilisation and des valeurs européennes pas pour les laisser détruire. C'est pour qtre mieux protégé, non pour qtre plus vulnérable.

Sarkozy affirming bad integration of Muslims to the French society, Uses the concept of "French of Islam" (Islam de France). "Islam in France" (Islam en France). He thinks that the conscious orderlessness of these concepts, which he does not explain, supports his negative attitude towards religion and between.

N.Sarkozy associates the concept of "immigration" with the concept of "problem" which can be named as the tactics of masmerization . As it is seen from the example of F.Ollande, when speaking on the problems, he does not mean speaking on migration.

[...] Le problème d'intégration aujourd'hui se pose d'abord pour l'immigration venant d'affaires du et d'afrique subsaharienne, c'est un problème pour nous. Despite the fact that N. Sarkozy is actively talking about the subject of migration he does not want to make an impression on the audience as a person to defend racial discrimination. That's why, by evincing care to the emigrants, tries to justify its rewards.

[...] Mais dans la condition économique et sociale qui est la nôtre, si l'Europe ne maîtrise pas les entrées sur son territoire elle ne pourra plus accueillir dignement ceux qui arrivent, elle ne pourra plus répondre à la demande d'intégration de ceux qui ont tant de mal à trouver leur place dans la société, elle ne pourra plus financer sa protection sociale.

By justifying Sarkozy notes that it is the party which he represents on the problems of migrants by better to speak the language of the Republicans, than by the language of those who "live with hatred" in their hearts. It may seem that saying so, he hints to the right wingers.

N. Sarkozy , introducing arguments to the speech manipulations, N. Sarkozy, in most cases addresses to presupposition, an important part of his Vilpent speech.Sarkozy tries to create a momentary impression on a person whose program meets the requirement of each of the French people. The main part of the sentence is expressed by his expression "I want to speak" but the essence of this sentence is expressed in the subordinate clause and this does not create any doubt among its words which he utters.

[...] Je veux parler au Français qui a le sentiment qu'il n'a pas le droit de garder last identité, que l'on veut lui imposer un mode de vie qui n'est pas le sien sans lui demander last avis

It is also necessary to note that N. Sarkozy is very often uses the tactics of Sarcasm against his opponent, who is not characteristic of the rhetoric of the constitution of France. Naming FOllande "a little calumnia-

tor" (un petit calomniateur) and by calling his offers as "a beautiful foolishness" (une belle betise) chooses the tactics of stroke.

As a representative of the "rights" for N.Sarkozy, the second important legend is peoples' desire to work. He says, that only they will get worthy rewards. To earn much, it is necessary to work much (Travailler plus pour Gagner plus) of 2007, this was the preelection company of one of the famous Slogans Sarkozy.

The analysis of Marine Le Pen's Speeches (Country, Nation, Parent Guardianship to Sunday; Migrants Taken to children are Guardianship) gives Possibilities to discover conceptual metaphors each. In this case the state and together with it the role of Marine Le Pen act too "serious parents." The metaphor mentioned by us in the rhetoric of Marin Le Pen has been presented by a number of expressions.

[...] Devenir français exigera ... un amour du pays qui vous a accueilli.

[...] A l'école, les cours de français pour les parents, qui maîtrisent mal notre langue seront obligatoires .

So, Marin Le Pen establishes a systematic system of metaphors: state, country and nation are serious parents, and if migrants are to be taken to guardianship by them, then the migrants must obey the state, country and nation as the fact that the migrants are being executed by the Government. To accommodate the feminine hijab. Manifestation of such a behavior should be quickly liquidated. That's why, in Marin L d Pen's Speeches we Repeatedly come across the Expressions such as "the authority of the State" and "the power of the government" (especially when she spoke about the mutual ATTITUDES of the slate and migrants). In the principles of the values of Lö Pen, migrants are the children who are taken to guardianship, and they must be grateful to the government and have a guardianship with them. As to LÖ Pen in the past, the parents are bringing them to their parents.

If we continue this characterization, it will be clear that the immigrants - that children are not worthy of paying serious attention.

One of the main themes of the programmer of L d Pen was preelection Europe. In this theme she exactly chose anti-European position. She used still brighter metaphor on Erope saying that Europe is the Prison for the European Peoples. L d Pen, being different from the implicit METAPHOR "infantile" on the migration, she Openly spoke about the "Prison of the Peoples". French People Are Suffering in the prison, but the rule of the State and the severity of the Governing liberty to the people of the country must lead (liberté).

The semantic confrontation "we and they" is of great significance for any politician, because this semantic confrontation makes it possible to

demonstrate the difference between the others. As it is seen from the Speeches of Martin L d Pen in our investigation of the expression "we and they" is an exception. The confrontation "We" and "They" d Pen is as divided into two groups to L: We Are French, But They Are Foreigners; We Are French People - They Are Systems / Political Classes.

Martin L Ö Pen, while speaking on the emigration as a rule used metaphors and epithets stating danger. We come across her epithet as "massive" migration, which she used 6 times in her presentation of programmer consisting of 5800 words. Here other metaphoric expressions causing danger are also used: "destroying multiculturalism"; "migration starting from provinces"; "massive and non-stable migration"; "migration not considering the assimilation to the French People into consideration and for this reason – a migration being an aggression against our traditions and values". Marin L ö Pen is consciously associating the concept of "migration" with the concept of "criminality" and "non-safety".

[...] Villages, bourgs, petits villes de province, tous désormais sont touchés par la délinquance du quotidien, les feux de voiture, les cambriolages et les agressions ! Tous sont touchés par l'immigration qui accentue l'insécurité !

In L ö Pen's speech in Marcel, her judgments on criminality are substituted by her judgments on migration. "Migration" being a neutral word does not mean an obligatory negative connotation by the candidate of the "rights" enumerating it mixed with other problems (corruption, unemployment and others) against the notion gradually formulates a negative attitude.

Martin L ö Pen's rhetoric of xenophobia is carried out by the following predicative strategies:

- emigrants make the royal French people accept their religious traditions;
- emigrants do not want to learn the French language;
- emigrant, emigrate to France to take profit from French social programmers;
- emigrants dare to commit crimes in the countries to which they are admitted.

Such predicative formulate on the emigrants as imagination of unbearable, lazy and dangerous people.

1. Argumentative strategies.

Marin L ö Pen's arguments justifying her rhetoric on the xenophobia may lead us to some considerations:

- committing crimes in amoral forms by the immigrants in the countries accepting them;
- in the foreign country making the native people accept their norms in amoral form;

-in the highest level of unemployment to receive 200000 legal migrants each year is not necessary.

Marin L ö Pen, while sharing her judgments on the migrants, appealing to the frames “parent” and “children” among the listeners formulates family association. In the rhetoric of L ö Pen French people play the role of victimized people, suffering from the endless flow of migration.

Marin L ö Pen in her speech in Marsel is not so concrete when she said: “I shall return the French People their safety” (Je rendrai aux Français leur sécurité), “In all the places where Sarkozy created danger, I shall restore the power of the State” (Partout où Nicolas Sarkozy a semé l'insécurité, je rétablirai l'autorité de L'Etat): “to create danger” – being an uncoordinated metaphor does not express anything. The politician takes advantage of the method of presupposition, claiming that the listener possesses information about them does not set concrete examples.

Aparılan tədqiqat nəticəsinə də belə qənaətə gəlmək olar ki, siyasətçilər öz diskursunda auditoriyaya ekspressiv təsir göstərmək üçün daha çox sözlərin obrazlı şəkildə işlədilməsinə (metaforalara) üstünlük verir. Metaforalar sayəsində siyasətçilər mətnin daha asanlıqla qavranılmasına, qarşı tərəfin təfəkkürünü hərəkətə gətirməyə və nəticədə auditoriyanın ictimai şüurunu idarə etməyə nail olur.

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About the phenomenon of national and cognitive homonyms in industry terminology

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Abstract. Article proposes a new approach to anthological homonyms terms. Analyzes the homonymy of terms in the English terminology of rail transport, resulting from differences in the national picture of the world and cognition of the British and Americans. On a material of Russian and English railway terminology explores the most typical cases of homonyms in industry terminology. In an ideal system, each term terminology, which is one of the components of the study and designed not only very accurately express the scientific concept, but also serve as a tool of knowledge, should occupy a certain place, and relate to only one concept. In other words, the most important criterion is the term for one correspondence term definition. The principle of unity of expression and content, "sound symbolism" and value is essential for implementation of the semiological function - distinguishing features, indicating the differences between the individual units of language and therefore forms the basis of linguistic expression. Some linguists, relying primarily on the symbolic nature of the term, it is believed that in cases of violation of terms "sign law" fundamentally excluded, because otherwise the sign loses one of its main functions - separation of functions. When referring to the classic linguistic work, you may find that in them was overcome absolutisation term. Thus, noted that "in the term trends, ie unambiguous.; in fact it is more difficult, as in the field of terminology has polysemy".

Keywords: Anthropology approach, homonymy, the term-logy, railways, national picture of the world.

Today, few who argue that the term should certainly be unique since the terminology - it is such a semiotic system, which, as part of language is largely subject to the same lexical semantic processes that the vocabulary of the language as a whole. The term is not just a sign pointing to a specific element in the system, but is also a lexical unit that operates according to the laws of natural language. In other words, the desire for uniqueness in

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terms inevitably encounters a natural barrier and is "increasingly perfect wish than an achievable reality" [3, 70].

Thus, the term, having the inherent characteristics of units of semiotic systems in general, on the one hand seeks to implement the mutually conformity mark and concepts, on the other hand - we often observe in terminology various cases of deviation from the principle of mutually unique correspondence.

One of these disorders is to use a single lexical unit to designate several concepts. Similar cases of asymmetry relations between the concept and its name can be qualified as polysemy or homonymy.

According to the Explanatory Dictionary L.L. Nelyubina under po-

ICEM understood ambiguity lexical units [11, 157]. Homonyms are same "words belonging to one part of speech and equally sounding, but different in value" [11, 128].

It should be noted that in and vernacular language polysemy estimated linguists as a positive phenomenon, because, as V.V. Vinogradov noted "no language would not have been able to express each specific idea of independent words or radical elements. Specific experience is limitless, resources as the richest language is strictly limited" [2, 15].

As regards homonyms, among linguists there is no unity of views on this phenomenon in and vernacular language. Thus, A.A. Reformed pointed out that "homonyms - is mainly the result of coincidences, and it is unlikely right those researchers who argue that education homonyms - is enriching the vocabulary of the language. Rather, homonyms in all cases - it's unfortunate failure to distinguish what should be different. Therefore, the positive role played by homonyms only in puns and jokes, which just need a "play on words", in other cases, homonyms - only obstacle understanding" [7, 94].

Different point of view adhered R.A. Budagov, believes that "homonyms may interfere with each other only in very rare contexts. In practice, however, and in such cases the inconvenience caused by homonyms, is temporary as the language in advance eliminates the homonyms of the areas where they are uncomfortable. And, most importantly, homonyms penetrate deeply into the national language, where existing, they do not interfere with anyone" [1, 55].

As for the language for special purposes, the assessment of linguists phenomenon of ambiguity in terminology more definite. Obviously, the use of a single lexical unit to designate several concepts is a serious terminological problem since the terminology where the terms are intended to accurately express specific terms and designate special items, the ambiguity can not only slow down the process of decoding the message, but also lead to lack of precision in its perception. In other words, the ambiguity in a special vocabulary erasing formal differences between the marks with different

contents can not degrade the properties of the language code and to cause thereby interference in scientific communication.

At the same time, we can not agree with the fact that the ambiguity in the terminology of the objective reality. As is known, the development of scientific thought not only leads to the emergence of new terms, but also contributes to the emergence of different shades from the existing ones. The ambiguity of allowing "communicate and understand not only known, but also the emerging, still unknown thought" [15, 125], reflects the natural process of development and perfection of the language for specific purposes.

Recognizing the existence and even the admissibility of ambiguity in terminology, scientists differently qualify this phenomenon. Since the designation of several special concepts one lexical unit can be Qualified but as polysemy, homonymy, and how, terminovedov views on the nature of the ambiguity in the terminology differ. So, most linguists believe that the terminology inherent ambiguity phenomenon, and the phenomenon of semantic homonyms, like other lexical units of natural language (Akhmanova OS, Danilenko V.P., Gvishiani NB, and VM Leychik et al.).

Differentiation and homonyms semantics carried by "if the result of cleavage or transfer the meaning here on another concept in the semantic structure derived terms stored common main theme and diverge the secondary, the ambiguity is formed; if coincide secondary and main same cleaved, will generate the semantic Homonymy" [9, 22-23; 5, 101].

It should be noted that the thesis of the presence of in the terminology seems to be already well-established in the national Terminology, recently reviewed by some scientists previously recognized its existence. So, S. in his earlier works pointed out that "it has been established in the presence of terminology as the homonymy, a community which is that one lexical form is used for the names of several different things, but in the second case, the difference is either not clearly realize or did not realized" [5, 101].

In their own recent publications on the problems of terminology, the scientist returns to the point of view that existed in the 60-70-ies of the last century, according to which in the terminology we can talk not about the manifestation of multiple meanings of the term, and about homonyms terms. This view is based on the fact that if a lexical unit is used to refer to a few specific concepts, as a result of a stricter definition of scientific concepts, the meaning of terms more clearly limited and separated. For example, in "Fundamentals antropolingvistiki" the authors SV Green Grinevich, EA Sorokin, T. Skopyuk note that:

"A lot of semantic processes and phenomena such as ambiguity (polysemy) and homonymy acquire terminology entirely different character. Terminovedy believe that a phenomenon known as the ambiguity in terminology may not be as if one lexical form is used for naming more specific

concepts, the result clear limitations and rigorous certainty inherent scientific and technical concepts of the respective terms will also clearly limited and separated "[5, 82].

In studies of terminology that appeared at the turn of XX-XXI centuries, it has been offered a new semantic category - the "ambiguity" of the term. At the same time, scientific publications, the term is often used as a synonym of the term "ambiguity", and in the value of any manifestation of the semantic ambiguity of the term volume.

It is from this understanding of the ambiguity of the second we start, referring to the study of the semantics of industry terminology. It should be noted that the identification of the real semantic scope of the term is particularly important in connection with problems of scientific communication and finding reliable equivalents to terminological systems.

The literature indicates that this problem causes particular difficulties in the humanities as "humanitarian" terms are ideological in nature. Discrepancies terminology systems adopted and developed by different schools and trends in humanitarian fields of knowledge related to the distinction between theoretical systems, methodological principles in the approach to scientific phenomena, and even a different understanding of the subject of the study [4; 20; 12; 13].

As for the technical areas of knowledge, it speaks quite a fair judgment that different interpretations of the concepts prevent unambiguous terminology, there is much less because the technical terminology is more specific and is based on a clear definition.

At the same time, we believe that the study of the phenomenon of ambiguity in the terminology of the industry can not ignore the fact that the terminology is the result terminotvorchestva individuals with their usual personal perception of the world, speakers of the national language.

For this study important is not just the concept of "linguistic identity", but the language personality, has a certain set of professional information in a particular branch of science. Reasoned statement TG Popova that "as a linguistic personality, the person has an individual cognitive space, ie, in a certain way a structured body of knowledge and ideas "[14, 39], so that should be extended to our research to indicate the " professional cognitive space ", which has a professional language person. At the same professional language person operates knowledge, structured in scientific language picture of the world.

According to OA Kornilov, a scientific picture of the world (NCM) should be understood the totality of scientific knowledge about the world, worked out all the special sciences at this stage of human development [8, 9]. Obviously, the industry terminology is part of the national scientific language picture of the world.

Referring to the study of the ambiguity in the English and Russian terminology of rail transport, we take into account the fact that in contrast to the Russian industry terminology, which was created by one nation with its inherent cognitive patterns and worldview, the English railway terminology is the result terminotvorchestva professionals of different nationalities, living in different countries - the British and the Americans, representing nations with different histories, culture, art and different worlds acceptance.

The different categorization of reality, the British and Americans, as we know, led to the emergence of different national varieties of English - British, American and Australian, and, as shown by our analysis of the material, it is also reflected in the language for specific purposes. Thus, differences in language picture of the world and cognition British and American experts in the field of railway transport led to the emergence of a number of unique terms used only within the framework of the British or American industry terminology. For example, terms such as «points», «wagon», «bogie», «sleeper», «signal box» function only in the British railway terminology, the terms as «tower», «tie», «engineer's cab», «switch engine» - only in the American terminology.

As for the dedicated common rail reservoir contact of the terms used both in Britain and in the United States, it was important to determine whether these terms are identical in terms of content, or they coincide only in form. In other words, if detected at the similarity of terms and forms of similarity in their definition, or differences in the language of the world of professional film lead to material differences between the semantics of the terms?

To solve the problem of the equivalence of the terms used by both British and American railroad, we have applied the methodology of identification of concepts based on a comparison of their definitions. To do this, we compared the definitions of which are given in British sources, in particular, in the dictionary «The Railway Dictionary» [22] and dictionary «The Dictionary of Transport and Logistics» [24] with the definitions of the terms set forth in the American lexicographical editions " The Railroaders' Dictionary »[23] and encyclopedia« Car and Locomotive Cyclopedia »[21].

The analysis of definitions of the terms included in the total for the British and American "core" terms, contact the unit with non-matching volume values have been identified. It should be noted that the identified differences in the semantics of the terms do not concern the general theoretical terms, expressing the general and abstract concepts, as manifested at the level of specific terms and are the result of different categorization of reality by the British and Americans.

For example, the term «rolling stock» («rolling») is characterized by different semantic content by volume in the American and the British terminology. If Americans understand this term the totality of units of rolling

stock («the wheeled vehicles collectively used on railways, including the locomotives, passenger and freight cars, guard vans, etc»), in British terminology, this term does not include engines («rolling stock is a generic term for all types of rly vehicle other than locos, which are usually referred to separately »).

The differences in the "national professional picture of the world" and lead to material differences between the semantics of "Items matching coach" term in the British and American terminology. This word originally referred to as "coach" or "coach", c appearance of railways began to be used both in England and in the United States to refer to a passenger car. However, if the British began to designate the term «coach» any type of passenger car («a railway carriage carrying passengers»), in the US, the term received a more narrow interpretation - a car with only seating («A passenger carrying car, usually with a center aisle and two rows of twin seats. The cheapest type of accommodation on trains, broadly equivalent to British Third (later Second and Standard). Reclining seats are often provided for night use »). Interestingly,

Another example of homonyms due to different national mirovidenija British and American railroad, is the term "sar". If he gets an unambiguous understanding of the two countries ("car") in the road terminology in the railway industry semantic scope of the term in the United States and Britain is not the same. American experts-railroaders term "sar" refers to the concept of "wagon", and any type, ie, carriage as a unit of railway rolling stock («any passenger or freight rail vehicle»). In the British railway terminology term «car» is used in a narrow sense of "consisting of the passenger car electric» («an electric multiple unit vehicle»).

Thus, reliance on Anthropocentrism, i.e. paradigm that focuses on the person, the disclosure of the human factor in the language of the study neodnoznachnos minute, allowed us a new approach to the dichotomy of the "word / concept" and to identify the new type of homonyms - homonyms arising within the industry terminology as a result of differences in national professional picture of the world specialists. This type of homonyms can be defined as the branch of the national cognitive homonyms. It is obvious that the presence of national and cognitive homonyms capable of existing member venno hinder scientific communication, as its detection requires some background knowledge. This type of homonymy is not always eliminated by the addition of concrete the defining element: so if slovos ochetanie «freight car» allows you to accurately determine the value of the generic term «car», «passenger rolling stock», «freight rolling stock», «high speed rolling stock» not give an idea of the semantic scope of the term «rolling stock» in each of the variants of the English railway terminology.

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Not always the national cognitive homonymy is eliminated in scientific speech. For example, the sentence "The first Experimental intercity high speed train was only four coaches long and used for research and never for services» does not allow to determine the volume values of the term "soash", i.e. whether it is a passenger car at all, or sitting car. In contrast, segments metarechi «Model locomotives & Rolling Stock" (www.Railserve.com) and «Locomotives & Rolling Stock» (Www.kaba.co.uk) It is the minimal context that clearly reflects the characteristic of the British terminology, understanding of the term «rolling stock». It is interesting to note that, as evidenced by the analysis of the scientific speech, under the influence of the American tradition, as well as the railway tradition of other European countries, where the conceptual meaning of the term «rolling stock» wider than in Britain, some British scientists and experts to extend the semantics of the term and began to include locomotives the concept of "rolling stock".

Identifying the real semantic term volume is particularly important for translation practice and scientific communication, a prerequisite of which is to find reliable equivalents not only in different languages, but in national terms.

There is an opinion according to which (Tatarinov): - "The problem of polysemy outside the industry terminology has no meaning, because the same-sounding terms almost never occur in the same industry. Interdisciplinary problem of homonyms - is the problem philological and not terminovedcheskaya as examples of the type of reflex in dogs and reflexes in the language can not meet industry-specific text, but only in the pages of a textbook on linguistics "[18, 139].

A study of industry terminology rail transport has shown that we are faced with a more complex picture than people think. So, in the study of both Russian and English terminology systems, we have identified intra homonyms arising from the use of terms, coinciding in its material expression to mean different things in different sub-sectors of rail transport. As is known, railway transport is a complex industry which includes a number of sub-sectors, such as the management of transportation process, the construction of railways, railway automation, telemechanics and communication, rolling stock, construction machinery and equipment, electrification of

railways, bridge construction and tunneling. In other words, it is a complex synthesis of science, which, of course, is reflected in the composition of the professional language. When the term is included in the different sub-areas of industry terminology, it retains only its material shell, and its semantic content changes completely. Such a manifestation of the ambiguity can be characterized as intra intersystem homonyms.

To confirm this, let us consider some examples of intra-interconnection of homonyms in terms of railway transport.

Thus, in the Russian railway terminology, the term "platform" is used as in the operation of rail transport, and in the sub-sector "rolling stock". In the first case, the term "platform" refers to a landscaped area at stations or stopping points, and the second - a flat wagon open type, intended for transport of long and loose cargo, container and equipment. It should be noted that similar values «platform» term exist in English industry terminology.

In Russian terminology podotorasli "rolling" the term "axis" denotes "element wheelset consisting of journals with bearings and podstupichnyh parts, which are pressed wheels", while in the industry "and track construction" under the axis is meant straight line passing through the center of the path. It is interesting to note that if the "axis" as an element of the wheelset and the "axis" as a straight line in the Russian railway terminology, passing through the center, opposed to each other as homonyms in the English industry terminology, we find two different shape of the term: «axle» and «axis».

With regard to the English-language material example of the interconnection of homonyms is the term "switching", which is in the management of transportation process refers to the concept of "shunting operations" in the railway telecommunications meant is "switching", "channel switching", and in a recent transport sub-sectors - logistics, this term was used to refer to the change of modes of transport with multimodal transport, for example, delivery of goods by rail and sea.

Different understanding «crossover» term in the rail automation, on the one hand, and telecommunications - on the other, can also be considered as a case of intra-interconnection homonyms terms. These subdomains industry terminology differently form their subject of study, based on the concepts of the systems that make up their conceptual framework. If automation "a crossover" means "crossovers", in telecommunications - "audio spectrum device."

As the analysis of the material, intra intersystem homonymy in railway terminology arises for various reasons. This primarily occurs when obshcheliteraturnogo word starts to be used in each of the sub-branches are independently from each other, such as in the case discussed previously with the term "platform". Examples konsubstantsionalnogo term included

in different sub-areas of rail transport is the term «crossing». In such sub-sectors as "track and track facilities" and "Automatic train" the term means "crossing paths" and "relocation", and in electric railways and telecommunications - "hybridization (wires)."

Studies show that the terminology of different sub-areas of transport, intra-intersystem homonymy is characterized mainly for generic monoleksemnyh units. Since polileksemnye terms more clearly delineate the corresponding concept, they are quite rarely act as intersystem homonyms. An example of the latter is the term "trunk line", which as *obschezheleznodorozhnogo* term refers to the concept of "railway", and in telecommunications it is understood under "communication backbone."

Most of the homonymous generic term used to describe aspectual terminology phrases. In this case, the generic terms, specifying the content of the generic concept, show us in which direction the development of scientific thought, and thereby eliminate the likelihood of homonyms. For example, the term "bridge" in the bridge construction is developed such generic terms as "arch bridge", "cantilever bridge", "bridge with girder spans", "Bridge to not cutting farm", "bridge with through farms", "reinforced concrete bridge", "two-tier bridge" and so on. etc .. Electricity otherwise forms the subject of study, and are generic terms "AC bridge", "bridge comparison circuit", "DC bridge", "high bridge", "power bridge" reflect a different understanding of the term and its development in the framework of this sub-region.

Thus intersystem Homonymy existing in industry terminology level generic terms are largely eliminated due to the species terminology units which act, apparently as a certain kind of minimal context allows to determine which value is realized in this case.

The study of naval terminology has made a great contribution to the study of the laws governing the structural and semantic features of text units used in the naval sphere of communication. However, at the present stage, such studies should be complemented by the study of real naval aspect of the text in the specifics of naval communications.

Naval science is complex. We can say that the science presented in the naval business as specifically Navy, do not lose touch with the science as a whole at the expense of the unity of principles, forms and methods, which results in the connection of naval scientific texts with general scientific texts. This confirms the site of the world's leading international information group - Jane's Information Group, which is the most comprehensive source of global information on naval affairs, naval industry, research and development, international security, geopolitics, transport. Texts of articles in scientific and popular magazines have such important characteristics as a formal and semantic adequacy, thematic certainty and finality, the ability to identify the relationship between the individual fragments of the test and its

cognitive underlying reason, ie, meaning the creation of the text, its overall design and implemented in the selected language the form of the creation of a total of [3, 76-77].

Consider in greater detail the structure of naval discourse for example Jane's Information Group, main publications which are: Jane's Catalogue, Jane's Defense, Jane's Transport, Jane's Security, Jane's Defense Weekly, Jane's Navy International, Jane's Nuclear, Biological and Chemical Defense, C4I Systems, International Defence Directory, Jane's All the World's Aircraft, Jane's Defense Upgrades. The list may also include information products Jane's Information Group, associated with the ocean (online, on CD-ROM, as well as Jane's Yearbook 2002-2003) - Amphibious Warfare Capabilities, Amphibious history and aspirations, Amphibious forces including coastal defenses, Sea lift including special forces craft, Maritime air support, Air defense, Armour and artillery, Logistic support, International bibliography. These non-fiction internet magazines publish articles on the problems of the naval industry, the naval strategy. They dealt with political and economic issues, examines the impact of the characteristics of the experience of war and accepted marine strategies, interviews with industry managers and commanders of naval fleets, space is allocated to news in the naval forces, naval products industry [<http://www.janes.com/>]. The authors examine the maritime strategy of the leading countries in the XXI century, the trends and the general thrust of warships and naval aviation during the changing attitudes of the leading powers of the world to the possible nature of wars in the XXI century. Attention is paid to and by the factor determining the change in views on the nature of war.

Many articles are devoted to naval engineering and technology. In these texts it is possible to find the description as well as tactical and technical characteristics of information naval forces around the world, the performance characteristics of ships, aircraft and tactical characteristics of marine aircraft, unmanned aerial vehicles (only those that are specifically designed for the Navy) and mixed-use complex weapons systems. Experts give their assessment of the export appeal. There is a service information: rules for the use of the naval manuals, classification of modern advanced warships, aircraft, weapons and armament, electronic warfare, etc. Special issues of the journals describe international naval programs. They are prepared in cooperation with the naval forces of Australia, Denmark, Sweden, France, Germany, Greece, Italy, Malaysia, Norway, the Netherlands, Poland, Singapore, Thailand, Turkey, UK and USA. This all proves that Jane's idea of a global information successfully developed and executed.

In addition, Jane's Information Group considers the following areas: special economic zones (EEZ) (Exclusive Economic Zones), the state in accordance with the law of the sea (status under the law of the sea), the claim and the right (claims and legislation), established and potential border

(agreed and potential boundaries), disputes and conflicts (disputes and flashpoints), governance (management issues), by country and region maps (specially-commissioned set of regional and country maps). Jane's Information Group provides a detailed classification structure of naval forces: warships (fighting ships) - provides data on the warships of 163 countries, subs (submarines), surface warships (surface warships), major surface vessels (major surface ships), support vessels (auxiliaries, armed paramilitary vessels), Marine Force (naval aircraft), maritime signs and flags (ensigns and flags), ranks and insignia (ranks and insignia), ships, put out of action in recent years (ships disposed of in the last few years), naval bases, and Coast guard (naval bases and coastal defence). A description and characteristics of marine engines (performance data): marine power plant (marine propulsion), guinea automatic / manual gearbox (marine transmissions / gearboxes), gas turbines (gas turbines), diesel engines (diesel engines). The classification of merchant vessels: merchant vessels (merchant ships), tankers and combination carriers (tankers and combination carriers), vessels for the transportation of liquefied gas (liquefied gas carriers), barges for the transport of dry goods without motor (gearless dry cargo vessels), a barge for transportation of dry cargo to the motor (geared dry cargo ships), Cargo trailers (refrigerated cargo ships), cargo ships without motor (gearless container ships), cargo vessels with engine (geared container ships), vessels with low draft (sea / river) (low-airdraught ships (sea / river)), cargo vessels (containers) with vertical loading without engine (Ro-Ro / container (gearless)), carriers vehicles with vertical loading / vertical-horizontal load (Ro-Ro / Lo-Lo Ro-Ro cargo vehicle carriers), passenger ships, including steam we (passenger ships including ferries), specialized bulk carriers (specialized cargo ships).

Much attention is paid to the shipbuilding and equipment of military ships: the markets of naval construction and modifications of aircraft (naval construction and retrofit markets), shipyards (shipyards), propulsion (propulsion), ship management system (power and ship management systems), sensory and communication systems (sensors and communications systems), weapons and control systems (weapons and weapon control systems), the system of naval combat assets (naval weapon systems), a system of fighting and controlling weapons of war (combat direction and weapon control systems), surface-to-Earth (surface-to-sur face missiles), surface to air missiles (surface-to-air missiles), weapons control systems (weapon handling systems), firearms (guns), anti-submarine weapons (anti-submarine weapons),

There is a special display markets patrol vessels (Patrol Craft Markets Special Report), as well as provides information on research vessels (Survey Vessels): government survey vessels (government hydrographic vessels), oceanographic research vessels (oceanographic research vessels), the court,

investigating coastal areas and sea routes (offshore site and route survey vessels), the court examining the seismic areas (seismic exploration vessels), ship operators (vessel operators). A description of underwater technologies (Underwater Technology), autonomous, controlled at a distance, towed, guided and controlled submarines (autonomous, remotely operated, towed, tracked and manned underwater vehicles), submarine cable operating systems (subsea cable operation systems), sensors for intelligence (sensors for exploration), research and mapping systems (survey and mapping systems), oceanographic tools (oceanographic instruments), manipulators and robots (manipulators and robotics), navigation systems, positioning and communication (navigation, positioning and communication systems), vehicle management systems (vehicle operators), fighting underwater system (underwater Warfare systems), submarines - combat skills and design (submarines - forces and designs), anti-submarine sonar (Anti-submarine warfare Sonar), underwater weapons (underwater weapons), mine sweepers (mine countermeasure forces), mine warfare (mine warfare), underwater combat systems (associated underwater warfare systems), command and control,

In addition, there is a database of "Warships" (on the CD-ROM), more than 4,000 warships pictures from Jane's Fighting Ships and 200 unpublished pictures subs (submarines), cruisers (cruisers), destroyers (destroyers), carriers (carriers) icebreakers (icebreakers), research vessels (survey ships), frigate birds (frigates), warships (army craft), destroyers (mine warfare vessels), corvettes (corvettes), research vessels (research ships), boats, air cushion (hovercraft), high-speed attack craft hydrofoil (Fast attack craft and hydrofoil), patrol vessels (patrol craft).

has the following magazines online and on CD-ROM: «Air transport» (Airport Review), «Infrastructure Asia» (Asian Infrastructure), «The defense industry» (Defence Industry), «Defense Improvement» (Defence Upgrades), «News Royal Navy "(weekly review) (Royal Navy News Weekly), Weekly« Defense »(Defence Weekly),

"Foreign Review» (Foreign Report), «The ruling circles» (Inner Circle), «News of intelligence» (Intelligence Digest, Intelligence Review), «International Defense» (International Defence Review), «The state of affairs in the Islamic countries» (Islamic Affairs Analyst), «Missiles» (Missiles and Rockets), «naval international Review» (Navy international), «Police Review» (Police Review), «Terrorism and security monitoring» (Terrorism & security Monitor), «Financing of transport" (Transport Finance).

We analyzed naval text fully reflects the conceptual sphere of naval activity, characterized by a rather stereotypical compatibility, specific organization and system. These features naval text usually repeated from one author to another or varied slightly, which gives rise to the characteristics of the naval text as standard. The lexical level of text data is characterized by

the extensive use of naval and scientific and technical terminology, naval nomenclature, specific abbreviations and symbols in the texts belonging to different functional styles. It is necessary to note the presence of a certain number of variably-resistant and stable combinations unique to the naval sphere of communication [4]. Frequent are also cases

The logical-composite plane being simplified due to a reduction in the reasoning chain, the omission of some of its units, as strong evidence, obviously, is not dominant here. Possible simplification and reduction due to elements such as various kinds of reference notes, citation. In this context, we can talk about the severity of the style of the popular science discourse, logical presentation of information, integrity, a special connectivity, explicitness, , the complexity of syntactic constructions, the use of symbols, formulas, graphs, etc.

Considering syntax can speak about the wide use of elliptic (especially in the documentation) and constructs poverty time verbal forms of expressions compressed form, within one sentence using multiple parallel structures expressed infinitive and turns involved [4].

For us it is important to consider the naval text, not as a frozen moment of speech activity, but as a phenomenon of dynamic as the process of formation of meaning, its production is connected to other texts, other codes, constituting discourse that combined a pragmatic intention of the author within a particular speech situation [2]. To analyze naval discourse text component is important in the sense that it allows to take into account a number of communicatively-pragmatic factors which form extralinguistic context of generating text in a broad sense of the term. Foremost among them are the source / author and the recipient / addressee of the text of their communication and social roles, norms and values, socio-cultural and historical environment, which belong to the author and the addressee, the presence of the latter certain background knowledge, and others. As T. Van Dijk notes such parameters, unfortunately, usually just called, but rarely investigated deeply enough [5, 29]. However, they largely determine the sampling strategy, distribution and "packaging" the information verbalized scientific text, the degree of formalization of lexical and grammatical structure of the text, the author an opportunity to express their attitude to expound and others.

One of the important parameters for naval text is the ratio of the recipient and the author as a source of knowledge. The specificity of this parameter is shown here in the first place is that the source is representative of a certain direction of naval affairs, refers to a certain naval rank, quite naturally, sets out certain scientific position, promoting certain views.

Social and professional composition of the authors of the articles of magazines and books we studied can be characterized as follows:

- 1) political leaders of the country,

- 2) management staff and experts of the Navy,
- 3) former naval experts who are retired or dismissed from service in the reserve,
- 4) experts Defense Ministry,
- 5) scientists and specialists in applied fields of knowledge related to maritime affairs,
- 6) medics
- 7) writers.
- 8) civilians, which can not be attributed to any of the preceding categories,
- 9) foreign authors.

As for the recipient, or the recipient of the text naval affairs, depending on what kind of characteristics and roles attributed the alleged interlocutor author of the text, the latter selects the lexical and grammatical units, and linguistic structures used for the verbalization of scientific communication, determines the sequence of information and forms architecture of the text. Despite the fact that the real situation in an imaginary discourse does not exist, it can not, however, considering the naval text as a result of the discourse, ignore this parameter, which is denoted in the various fields of knowledge word environment, ie, the living environment and activities (daily and special), the society that owns the author and the addressee of the text. Only affiliation of the author and the recipient to one and the same social and real-time slice and linguistic picture of the world can provide an adequate understanding of the latter explicitly expressed and the accuracy of the information is correct, logical reasoning or decoding of the implied meanings of words. The naval popular science texts communication subjects are scientists and media professionals. Here text strategies to optimize the process of popularization of naval scientific knowledge, are responsible for the formation of a derivative, secondary in relation to the scientific, such as text, complicating the system of its internal organization. logical reasoning or decoding of the implied meanings of words. The naval popular science texts communication subjects are scientists and media professionals. Here text strategies to optimize the process of popularization of naval scientific knowledge, are responsible for the formation of a derivative, secondary in relation to the scientific, such as text, complicating the system of its internal organization. logical reasoning or decoding of the implied meanings of words. The naval popular science texts communication subjects are scientists and media professionals. Here text strategies to optimize the process of popularization of naval scientific knowledge, are responsible for the formation of a derivative, secondary in relation to the scientific, such as text, complicating the system of its internal organization.

Since there is a gradation of readers according to their level of education, the same gradation observed in the scientific and popular literature. In

accordance with this, and the challenges facing the author of popular science naval text, other than to the author of a scientific text. One such problem is the difficulty to reduce the perception of new information. To this end, the author must find a way to reduce the level of abstraction in a popular science text to a minimum and to allow the reader to imagine the essence of scientific ideas in the form of thinking, which is the ordinary for him.

Popular science naval texts studied magazines suggest the combination of scientific and entertaining, which is ensured by the fact that the scientific evidence related to the naval business are presented in the form of associative imagery. Sometimes it brings a certain degree of popular science text with art. In this regard, there is a contradiction, which consists in the fact that the popular science text should be, on the one hand, simple and accessible, imaginative, and on the other - remain still a scientific text. By eliminating this contradiction, the author of the popular science text solves the problem, however, and sometimes more difficult than creating a proper scientific text. Realization of this problem is related primarily to the reduction and selection of scientific material, as well as with the selection of the logical-compositional and lexical and grammatical means,

Therefore, the specific naval text is influenced by a number of extralinguistic factors: the collective consciousness of the author and the addressee of naval activities.

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Implementation of speech impact the propaganda and political advertisements

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Abstract. The article deals with the problem of speech influence in political advertisements. It examines the possibilities of speech influence at all levels from phonemic to within the infomercial, and is considered as classical rhetoric rules apply in such limited time voice works as political commercials.

There are different types of advertising. Currently, in addition to the advertising of goods and services becomes increasingly influenced political advertising, the peak of activity which falls within the period of election campaigns. The media are an integral part of modern election campaigns, the impact due to the fact that most of the population does not have direct contact with a politician, so the voters make their choice not in favor of this or that person, but in favor of the image, which they get from the media. Most of the information received by the citizens during the election campaign, is the nature of propaganda.

Keywords: Promotional video, voice effects, manipulation, morpheme, dictate.

If the two main functions of media texts - Post and impact - to place on different poles of the scale, the promotional text, will be closer to all other texts to the pole "impact". The impact of advertising is carried out not only by means of language, but also the extra-linguistic means. As TG notes, "the concept of" advertising copy "refers not only to a verbal row, but includes a set of extra-components, such as: graphics, images, sounds, etc., a specific set of which depends on SMI " [5, 162]. Thus, television advertising text will include: direct verbal text, visuals and Audio dubbing, which creates excellent conditions for the provision of the strongest manipulative influence not only through speech but also visual and auditory images.

In spite of the clearly expressed in the advertising manipulative component, it seems not entirely appropriate to talk about the impact of the function as the key functions of advertising, including political, diminishing

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the role of the informative function as well as advertising, as well as any other message must, above all, carry information, otherwise the message will empty, and the impact of the function will be impossible to implement.

A specific feature of political advertising in the media is its imagery and focus on the emotional sphere - the ability to identify and effectively apply the main features of the winning political "goods", as well as access via the system imidzhnuyu posed not only to the rational component of perception, but also to the unconscious.

Even within a short political commercials or spots, politicians use the entire arsenal of tools, rhetoric accumulated over the years of its existence. The device has a rhetorical arguments system kotorymimozhet use the speaker. Speaking in modeling speech may advantageously refer to empirical data based on logic or psychology. On empirical data based natural evidence on logic - logical evidence on psychology - the arguments "to the man."

In general, the system of argumentation in rhetoric distinguish arguments "a thing", which includes natural and logical evidence and arguments "to the man." Arguments "to the person" are divided into arguments to the pathos, ie, to sense, to emotional memory, arguments to ethos i.e. to tradition, morality, collective memory [8, 32]. Realization of functions influence in political advertising most effectively contribute to a person's arguments, because they represent the potential that is contained in the language and makes it possible to build such a communication, which would contribute to the implementation of pragmatic functions of speech. Therefore, in this article, we first of all need to focus on the arguments "to the man."

Arguments to the pathos addressed to individual feelings and emotions. They are divided into threats and promises. Resorting to the threat, he shows what the adverse effects will be fraught with the adoption of a decision. Promise, on the contrary, promises certain benefits that will be available only if the speaker will be supported by the audience.

Political advertising with its appeal to the emotional side of personality is a classic example of the arguments to the pathos in the rhetoric.

In arguing to the pathos, he uses the two extreme points of emotional memory of the scale: what is causing that positive emotions and associations, and what obviously is rejection and alienation.

Arguments to the ethos or ethical proofs, arguments are divided into empathy and arguments to reject. Both are reasons to the collective memory and are based on common for a given social group of people ideas about morality. "The arguments for empathy suggest a collective recognition of certain positions and arguments to reject - their collective rejection, rejection" [8, 48].

Arguments for empathy is often directed at a person who is a carrier of certain positive characteristics and causes sympathy from members of this social group.

Arguments to the rejection, in turn, is often not directed at a specific person, but on the behavior and attitudes, and missed disapproved in a given society, on the vices of the individual. Man openly criticizing his opponent, trying for something to catch him, can thus cause the condemnation of himself. Therefore, instead of open accusations of taking sides speakers prefer to concentrate on certain defects, such as: "Can we leave in the lurch veterans who shed their blood for their country?" This rhetorical question sound like a strong reason to reject. Thus, he can achieve the desired effect without the need for open criticism of opponents. The listener will still understand whose side "cast stone".

The purpose of political discourse - describe (ie reference), and convince, to awaken in the destination intentions, give ground for persuasion and induce to action [9, 104]. Any discourse that is not only political in nature aimed at the suggestion, take into account the views of potential interpreter system to modify the intentions, beliefs and motivation for action audiences. Change the installation destination in the right direction can be, in particular, and successfully compose your speech, placing the protected position to the right place discourse. Only by creating the recipient a feeling of voluntary acceptance of other people's opinions, forcing the recipient to believe in the validity of the provisions presented in the speech, the speaker can succeed in this suggestion.

Not always such a suggestion appears as argument: trying to get the audience on your side, the speakers do not always resort to the arguments logically connected. Sometimes, in order to succeed in the impact of the speech, just to make it clear to the recipient that the speaker's position is favorable to him.

Defending their interests, we can still influence the emotions, play on a sense of duty to the other moral precepts. The text need not be long and deployed. Manipulative effect can achieve, and in a few seconds, if you know how to skillfully introduce the most basic arguments and to emphasize the message is what you want to say.

A method of presenting information plays an important role in the formation reaction of the recipient to the message. The campaign commercials compression information, systematized and presented in small portions, it contains all the most important thing that he wants to declare a candidate about himself.

The official website of the US presidential candidate of the Democratic Party, Hillary Clinton placed a huge amount of promotional videos, which are also broadcast on television in the United States. This number of rollers due to the fact that to achieve the manipulative effect, the message must

have learned well, so it needs to be repeated periodically. But repeating the same message does not appear in the same form rational, because advertising can become too intrusive. To avoid the feeling of hype, its diversity, we have made several variations of the same message.

In this paper, we describe and analyze the impact of manipulative speech not at the level of individual proposals and dictates the level, because dicteme it represents a complete thought, and thus makes it possible to see how the voice effects in a single thought and as an effect of suggestion.

The theory was put forward by MJ dicteme Bloch in connection with the scientific debate on the communication units of language [4]. According to the law of reversible structure of the language, "one or more lower-layer building units one and only one unit directly overlying level" [2, 58]. But if you stick to this law, the traditional division of language into phonemes levels, morphemes, words, phrases block diagrams, block diagrams and offers a variety of complex syntax is incorrect. Indeed, one or more phonemes build one and only one morpheme, one or more morphemes build word, and then we have: one or more words to build a phrase that is incorrect, since phrase, by definition, can not consist of a single word. The same discrepancy is observed between supply and complex syntactic whole, which by definition consists of two or more proposals and can not consist of a single sentence. To fill the void data, MJ Bloch and introduces the concept denotemy dicteme [2, 59]. Denotema fills dehiscence between word and property and formed according to the law of reversible "one or more words." Dicteme (from the Latin dico, dixi, dictum - Say, express) is an intermediate unit between the proposal and the text. Thus, a six-level structure consisting of phonemic level morfematcheskogo, denotematcheskogo, propozematcheskogo supply level or levels and finally diktemnogo. Dicteme - is the basic unit of text consisting of one or more offerings,

As MJ notes Bloch, a "real everyday speech, as well as its reflection in written (printed) texts - and art and everyday - very often contains proposals that stand as if the mansion, while not directly related to either structural or semantically with the surrounding statements" [2, 62]. In an unrelated sequence of text every sentence reflects the thematic shift in the message chain, ie, each such proposal forms a separate dictates. The same can be said about the associated text: a new theme each have a different dicteme.

It seems more convenient to analyze the effects of speech dictates exactly on the level and not individual proposals, as dicteme fully discloses one of the themes included in the text and represents a complete thought, and, accordingly, the impact of the implementation of the functions at the level of the completed statement becomes easier to track.

As already noted above, the content of commercials is very monotonous, because their goal is to repeat the same promotional message. Informational can contain only one dictum. EN Mazhar said that in the aspect of advertising is impossible to speak of "gipertematizatsii", ie repeating the contents of one dictum in several advertising messages within the same, in this case, election, campaign. In this case, "observed the continuity and integrity of the recognition campaign, when all its constituent dictum support each other, recalling the main idea at the level of proclaimed ideas, slogans and arguments, and at the level of unconscious emotional images" [7, 132].

We propose to consider the text of several commercials to see how the work rules of classical rhetoric in today's public statements, and to analyze, by means of what levels of language made verbal impact.

1. I have seen what change takes. It does not happen because you want it to or because you hope for it. you have to work for it. I have 35-years' experience making change: for kids (health insurance for 6 million kids), for our troops (body armor), for families (adoptions made easier for families). This election is not about choosing change over experience. Change only comes with experience. And with the war to end (end the war), with the economy to fix (middle class tax relief) we've never needed change more or the strength and experience to make it happen (the phrase in brackets and italics in commercials are subtitles).

The syntax of the text is simple. Short sentences give the text of elasticity, dynamic saturation, the most approximate to the spoken speech.

Immediately evident that the main rhetorical in the foregoing text is repeated. In this clip we see repetition of key words (lexical repetition) - change (5 times), experience (4 times); for kids, for our troops, for families or exemplify polysyndeton polisindetona (GG Khazagerov as noted, attaches polysyndeton speech gravity, elation, because it creates a style that is associated with the language of the Bible [8, 93]); with the war to end ... with the economy to fix - syntactic parallelism, ie, repeat units similar syntax similar to syntactic positions.

A method of presenting information plays an important role in the formation reaction of the recipient to the message. Thus, the abundance of information in unstructured form can significantly hamper its perception and understanding of basic ideas, which can not be allowed in the pre-election campaign commercials. But television and the Internet have a huge arsenal of tools for a more complete and at the same time unobtrusive disclosing the meaning of communication. In addition to the sound of a number of television and the Internet have visuals that can be used not only as a beautiful background image, but also to clarify the sounding message. Accompanying sounding speech subtitle reveals more fully received by the auditory message, rather puts the emphasis in the text, and most importantly - helps to

preserve the dynamism and compactness of the text. Subtitle allows the author to be more precise to clarify its position,

Using the text of personal and possessive pronouns enhances the advertising appeal, making it more personalized. The pronoun of the first person plural creates a sense of belonging, common goals. The listener will be inclined to take the ideas and goals of the speaker for their own and unwittingly begins to share the speaker's position.

In this text, the author explicates clearly their "I", which suggests that he had no doubt of the influence of his authority. And really - former First Lady of the United States, the current senator - the personality of the speaker is able to be a means to influence the audience. Therefore, the explication of the authorial "I" can be considered quite logical.

In general, in all roller Hillary Clinton outlines the image of a determined, strong-willed, knows no doubts and hesitation statesman, able to clearly set goals and knows the ways of their solution. The word "Experience" runs through the texts of all of its commercials.

2. In addition to the syntactic and stylistic methods of ad copy, especially if the text sounding leverages prosodic effects. Phonetic means have a fairly significant emotional potential. Multiple repetitions of the same sound or combination of sounds in the various words creates a certain emotional state, fluidity and gives the text specifies sound tempo. Repeated phonemes increased suggestiveness text. In the words containing the same in excess of the regulatory frequency sounds and combinations of sounds, often coded information about the main theme of the text. Repeat in the following passage of text advertising sound clips [r] gives it an energetic sound creates a sense of resolute spirit, it promotes the formation of a strong image,

Her readiness to lead sets her apart. From working for childrens' rights as a young lawyer to meeting with leaders around the world as First Lady, to emerging as an effective legislator - every stage of her life has prepared her for the presidency.

3. In this troubled economy how can so many millions of people simply not be heard?

... Well, I hear you ... you are asking for health care that covers everyone ... Protection from losing your home ... you'd like to fill your tank without draining your wallet ... and give your kids the future they deserve ... If I'm your president I'll bring more than my 35 years of experience to the Whitehouse. I will bring your voice.

Thus, the first task dicteme text, namely, the rhetorical question, - to create the desired mood of the speaker, namely the critical attitude to the existing regime in the country. The following dicteme Hillary Clinton offers his candidacy as an alternative to the existing president, voiced the "voice of the people", listing his basic needs at the moment. Speaking as if the listener

does not leave the choice, the only sensible next step seems to be the speaker support.

Addressing the audience, he usually seeks to create visibility of interactive subject-subject relationship. This can be achieved including the use of personal and possessive pronouns. In this text, the frequent use of the pronoun of the second person makes the text more targeted, makes the listener feel a sense of ownership to the speech, to share the speaker's position.

Hillary Clinton has resorted to rhetorical speech pauses that are indicated in the text of an ellipsis. Each proposal TVC advertising significantly, the speaker needed to each phrase was adopted by and thought out. Rhetorical pause longer than the syntax, it provides an opportunity to think about the content of speech, it is best to learn and remember. Rhetorical pauzatsiya each phrase gives an even greater weight.

4. It is time for America to set and reach big goals again, to restore our standing in the world, to rebuild the middle-class dream and to reclaim the future for our children. We need a new beginning on health care. We need to provide health care for every single man, woman and child at a price that people can afford. (Cut health care costs) We need a new beginning on education. (Universal pre-K, make college affordable). We need a new beginning in our foreign policy (end cowboy diplomacy). If the president will not end this war before he leaves office when I am president I will. (End the Iraq war) It takes strength and experience to bring about change. I have a very clear record of 35 years fighting for children and families, fighting for working people, fighting for our future. I will stand up for you every single day in the White House.

We need a new beginning on - anaphora. Anaphora is a figure orderly repetition. Figures orderly repetition give the text a more rhythmic sound. Anaphora called repeated words at the beginning of the adjacent speech segments [8, 98]. These segments may be part of a complex sentence, independent supply units larger than supply, such as paragraphs. Anaphora - a very common figure in political speech. It occurs in a solemn and peaceful political declarations and impassioned speeches address to the nation, and, as we can see from the above examples, even in a short text ad TVC. As the GG Khazagerov, "she perfectly captures the feeling of confidence, a positive attitude of the speaker, it seems to be laying the foundations on which it rests" [8.99].

All commercials drew the attention of a large number of evaluation words carrying extra stylistic load: change, experience, strength, discipline, skill, protection, draining, effective, troubled, universal, fight, sacrifice, deserve. Estimated word, combines the functions of the nomination and evaluation, - a kind of laconic way of speech characteristics of the object, the imposition of certain estimates and relationships without resorting to more

complex stylistic devices such as metaphor, which requires a large text for deployment.

The analysis showed that the selection of linguistic resources to provide emotional impact on the audience as part of such a time-limited speech is conducted mainly on the same principles and rules, as in the classic examples of oratorical speech. However, the study results suggest that a figure of speech, to which he often resorted to propaganda and political advertising, namely in the commercial is repeated, implemented at all levels: from phonemic to diktemnogo. This is due to the fact that the message of such advertising should be repeated for fixing in the minds of the audience and to provide manipulative effect on the listener. Opportunity to decorate it with the help of the developed metaphor,

The problem of differentiation of linguistic and discursive forms in the translation is becoming increasingly important since the early '70s, when formed a new direction of research in the linguistic translation studies. Most researchers are moving away from formal analysis of the translation of the facts and the main task see the analysis of the translation as a form of speech activity, the act of cross-language communication.

The present stage in the development of the science of translation is characterized by the desire of scientists to give the most complete, comprehensive description of the translation process. In most models of translation is considered as a communicative act, consisting of three closely interlinked phases. The first phase is characterized by the fact that it carried out an act of communication between the sender of the original message of the speech and the translator. This phase is an analysis step. The second phase is carried out properly translated, i.e there is a change in the code FL IL code. However, as the researchers note, "the term" code "and" code conversion "is not used in the strict sense of the terminology, but rather metaphorically" [10,63]. In the third phase is transmitted Translated Text carrier to language. The second phase is crucial.

It is clear that in the first place raises the question of the extent to which the translated text must correspond to the original text and the criteria for intertextual correspondence. The new communicative approach, the thesis of the "comprehensive transfer of content" (A.V. Fedorov) loses its effectiveness [5, 117]. Many linguists point to the fact that even the most correct translation is not able to provide a full transfer of all elements of the IT content that allowed the translation of sense of loss [11, 115].

The main challenges facing researchers becomes determine the common property, and is present in the translated text and the original text. On the basis of this property, you can establish a relationship of semantic equivalence between the two texts (PT and IT). This property is referred to as total perevodovedy translation invariant. The study of the essence of the translation invariant devoted a lot of work (Latyshev LK 1981; Garbovsky

NK 2004; Alekseev IS 2004) and others. Most of the researchers understand the translation invariant as a semantic category. Allocated different degrees of conservation in the translated text of the semantic content of the original, different levels of invariant matching. In this case, the invariant of the content is understood to be dominant. Establishing identities on one level means the minimum semantic equivalence. If the identity is established at all levels, it is about the maximum equivalence of multilingual texts. Depending on how many levels there is an equivalence relation, i.e. It realized a live broadcast without transformation, set the degree of semantic proximity PT to IT. Thus, scientists have attempted to resolve cases in which meaning may be transmitted more or less completely and to determine the degree of semantic loss during translation. It turns out that the very concept of the invariant is treated as a variable - depending on the content close to the original translation. In general, the concept of invariant more associated categories of equivalence, occupy an important place among the other similar to it in its role of terminology concepts - such as loyalty, accuracy or adequacy of the translation.

Category equivalence specifies many aspects of translational analysis. At the same time, the study of the nature and essence of translation equivalence is due and many unsolved problems. So far in translation studies have not raised the question of whether the sense of its permanent, representative forms. In the existing literature, the meaning has nothing to do with the form and considered in addition to the principles of his expressive voice representation. Often there are views according to which, the meaning cannot be represented directly observed [2, 57; 7, 53]. Another problem is that the deployment of the dynamics of the process of the text still continues to be analyzed at the scale of a single utterance. Even theories that produce numerous complex semantic levels of [5] practically it does not present an expressive dynamic sense. The theory of translation is still not developed a method of entering text level of discourse as a whole, as well as methods of holistic analysis of translation as a process of progressive deployment of thought, the transition from statements to the statement.

In linguistics, it has long seen that the meaning of the statements laid speaking in its initial part, and that it unfolds towards its final part. All component parts are in the sense of close relationship with each other. "The development of ideas - it is an open process. It does not have to be consecutive. The complex thought integrative act not only, but also processes disintegrative "[4, 52]. This circumstance does not preclude dynamic sense of deployment in the utterance starting point to the destination. This process is carried out from one utterance to another: from first to second, from the second to the next, etc. There are stable, possessing linguistic originality transition principles from one thought to another, from the previous to the subsequent, provides input of new information and the preservation of the

old in the process of deployment of the semantic thought. Such processes are meaningful when implementing the translation, where the fore aspect "semantic utterance output to a subsequent context" [4, 53], the semantic thought expansion. Also important is the "principle of relying on previous utterance context" [4, 57], providing a context clutch utterances. Consideration of translation as a phenomenon of discourse (scale not only in a single utterance, but also the scale set of sentences) allows a holistic way to consider the process of implementation. Meaning in large sections of the text, as well as throughout the text, it unfolds in a linear fashion and, therefore, has a linear shape. Such processes are meaningful when implementing the translation, where the fore aspect "semantic utterance output to a subsequent context" [4, 53], the semantic thought expansion. Also important is the "principle of relying on previous utterance context" [4, 57], providing a context clutch utterances. Consideration of translation as a phenomenon of discourse (scale not only in a single utterance, but also the scale set of sentences) allows a holistic way to consider the process of implementation. Meaning in large sections of the text, as well as throughout the text, it unfolds in a linear fashion and, therefore, has a linear shape. Such processes are meaningful when implementing the translation, where the fore aspect "semantic utterance output to a subsequent context" [4, 53], the semantic thought expansion. Also important is the "principle of relying on previous utterance context" [4, 57], providing a context clutch utterances. Consideration of translation as a phenomenon of discourse (scale not only in a single utterance, but also the scale set of sentences) allows a holistic way to consider the process of implementation. Meaning in large sections of the text, as well as throughout the text, it unfolds in a linear fashion and, therefore, has a linear shape. Also important is the "principle of relying on previous utterance context" [4, 57], providing a context clutch utterances. Consideration of translation as a phenomenon of discourse (scale not only in a single utterance, but also the scale set of sentences) allows a holistic way to consider the process of implementation. Meaning in large sections of the text, as well as throughout the text, it unfolds in a linear fashion and, therefore, has a linear shape. Also important is the "principle of relying on previous utterance context" [4, 57], providing a context clutch utterances. Consideration of translation as a phenomenon of discourse (scale not only in a single utterance, but also the scale set of sentences) allows a holistic way to consider the process of implementation. Meaning in large sections of the text, as well as throughout the text, it unfolds in a linear fashion and, therefore, has a linear shape.

It should be noted that the definition of expressive linearity of meaning in the text itself still can not solve the problem posed. Despite the deployment of linear order, meaning, in the absence of a stable representing the shape it is still a "transparent nature". You must define a form that could be

constantly accompany and represent meaning. This form is, in our opinion, discursive (speech, linear) form of expression (text), which is inextricably linked with the semantic content of the text. This relationship is expressive, i.e. one in which the linear form repeats movement semantic content. In the process of translation is important to consider not only the semantic aspect equivalents but also diskursivnyj expressive aspect, i.e. the aspect form

In translation, equating an equivalent, should be taken into account the relationship of the semantic aspect of the content and forms of expression, or if it is a separate signed equivalent, the semantic aspect and discursive function element in the context of the statements. On the agenda is the question of the development of the translation methods of analysis based on the dynamics of deployment of expressive text discourse. This technique has not only theoretical but also practical significance. On the one hand, it allows for a more detailed analysis of the translation, consider the procedure for the dynamic deployment. On the other hand, we are talking about the development of a new principle of perception and understanding of the translation of the text as communicative unfolding structure. Individual statement as at DICE, and the GOJ, text included in the logic of the composition and is an essential constituent of the latter. The composition translated text reveals itself impressively, as a series of successive utterances.

Both individual statement, and SFU is a dynamic education. In contrast to the word here shows the dynamics of deployment of thought, its gradual expansion. Keeping in mind the dynamic form of statements, it is possible to analyze the translation process itself. Ourselves are interested in the moment of transition in the continuous deployment of thought. A separate statement in the aspect of actual division "expresses the transition from one thought to another as part of a broad construction of the text (SFU)" [4, 40; 8, 88]. From this standpoint, it becomes possible to transfer discourse analysis as a sequence of successive utterances in SFU scale.

Logic statements (groups of statements in SFU) and subject to the principle of semantic expressive centralization textual structure. Deployment occurs SFU towards its communicative center, which is generally stored in its final portion. Discursive development of SFU subject to the logic of communicative rationale. Each successive utterance is communicative justification communicative appropriateness of the previous one. Thus, the function of each semantic utterance reveals itself through subsequent. The feasibility of the topic-rematcheskogo division settles in the process of topic-rematcheskogo division following statement. Rem each subsequent utterance discloses a semantic discourse feasibility theorem (sense vertex) of the preceding. Rem last statement expresses the ultimate meaning installing SFU. Thus, the chain is the predicate which leads successively to an increas-

ing contraction logical volume expressed as SFU complex thought that corresponds to the overall dynamics expressive amplification.

Discourse form of the text represents the entity that generally should remain unchanged in the translation process at various ways her language versions manifestation. Linguistic form, in contrast, is a variable transfer aspect. Any change to the level of linguistic form in the translation is a cross-language (translation) transformation, which, anyway, due to the form of expression, a form of a text of discourse. Thus, the two aspects highlighted in every translation transformation. Lower (actually transformational) coincides with the formal grammatical articulation of speech. Upper (invariant) contains the form of the actual division of the utterance.

In assessing the scope and depth of translation transformations of fundamental importance is the relationship of language and discursive forms, assessment of variability of linguistic form PT, its degree of equidistance from the linguistic form of the original. Linguistic form serves as a lower assessment criterion is the dependent variable. Discourse shape serves as the upper assessment criterion is the independent variable. Qualification depth transformation is performed by comparing the method of linguistic expression and diskursivnoj forms of expression on IL linguistic expression and to form diskursivnoj statements on FL. Thus, the notion of depth translation transformation interpreted in two ways. When the translator manufactured modification concerns aspect linguistic form when strict observance parameters diskursivnoj form we're talking about a whole shallow (less deep) translation transformations resulting from cross-language differences System and normative order. In the event that translation conversion invade the domain of discursive forms (on the scale of individual statements or even a group of statements), we are dealing with translation transformations largely depth - transformations caused by factors of intercultural differences between languages, affecting the field of language idioms, stylistic compatibility, communication stereotypes. One condition, bearing in mind the profound transformation in the translation, should remain unchanged: general semantic communicative installation speech in a selectable scale text discourse, the overall thrust of expressive deploy SFU to its communicative / expressive center (ie, climax deploy SFU), a role which is usually the semantic center - Rem last remarks SFU structure. Linguistic form is not only grammar suggestions, but also used methods of direct nomination of their referential function. Discourse form respectively represented by the structure of the actual division, development impressively representing the semantic content of the utterance, in SFU.

Consider this example:

(I). As a rabbi, I found (1) religiously (3) irrelevant the question of whether events described in the Bible represent (2) historical fact. [HT, 25.02.2000].

As a rabbi, I believe that (1) from a religious point of view, the question of whether (2) whether there have been in the history of the events described in the Bible, does not have (3) basic value.

It is obvious that the literal translation of the original in this situation is contrary to the norm of the transfer language, so to achieve the semantic equivalence between, multilingual utterance, the translator carries out a number of grammatical transformations. As a result, the first modification (1) is replaced by a noun adverb. The second cross-language transformation (2) affects the syntactic level: part of the sentence is replaced by the subordinate. Finally, in the third case (3) we see the replacement of the adjective noun.

The analysis shows that the structural-linguistic representation of the translated statements underwent superficial transformations, which affect only the level of grammatical forms. Despite the changes in the aspect of linguistic expression, discursive form of expression in the form of PCOS is equivalent to saying FL. Subject-rematicheskoy order also remains neizmennym. Rassmotrim another example:

(II). The great thing about Ch. Heston is that he becomes (1) the megaphone to get our message out, (2) a message that is not being heard right now. [Example from: PR Palazhchenko Unsystematic difficulties ... Dictionary of the English language in comparison to Russian. - M.: Valent, 1999. - P. 127].

(2) We want to be finally heard, and it's great that [voice] C. Heston gives us that opportunity. Translation of foreign language statements one way or another, need to implement changes in its lexical and grammatical manifestation. Unlike the previous example, the degree of deviation from the shape of the original language is significant here. First of all, it should be noted that in this situation there was a rearrangement of parts utterance (the end portion on the FL utterance taken in the utterance start position to AEs). At the same time, there is a comprehensive lexical and grammatical Cesky replacement, which can be understood as antonymic translation, or as a logical development. This modification led to a partial deflection of the semantic aspect. Further, we are seeing a more complex transformation - demetaforizatsiyu and offset accent. Expressive element that falls rematicheskoy element "The megaphone" falls and does not receive a formal equivalent to the PT. Rematicheskoy emphasis in PT is transferred to the main element: "... Ch. Heston gives us that opportunity. " From the above example it is clear that manifestation of the translated language statements are largely different from the original language of registration statements. Such complex translation modification caused the semantic deviations. The procedure for topic-rematicheskogo division statements.

Translation of foreign language statements one way or another, need to implement changes in its lexical and grammatical manifestation. Unlike the previous example, the degree of deviation from the shape of the original language is significant here. First of all, it should be noted that in this situation there was a rearrangement of parts utterance (the end portion on the FL utterance taken in the utterance start position to AEs). At the same time, there is a comprehensive lexical and grammatical Cesky replacement, which can be understood as antonymic translation, or as a logical development. This modification led to a partial deflection of the semantic aspect. Further, we are seeing a more complex transformation - demetaforizatsiyu and offset accent. Expressive element that falls rematicheskoy element "The megaphone" falls and does not receive a formal equivalent to the PT. Rematicheskoy emphasis in PT is transferred to the main element: "... Ch. Heston gives us that opportunity. " From the above example it is clear that manifestation of the translated language statements are largely different from the original language of registration statements. Such complex translation modification caused the semantic deviations. The procedure for topic-rematicheskogo division statements.

To summarize, it seems necessary to point out that the study of the problem of the relationship of language and discursive forms of the variant and invariant aspect of the equivalent form of translation is crucial for modern science. A first aspect preferably subjected to detailed study of the early development of the theory of translation. Currently the attention of scientists increasingly focuses on the study of the invariant aspects of the transfer form. Research in the field of language systems IYA and PYA sidelined. However, at the present stage of development of translation study of linguistic form can not be ignored, but should take into account its conditionality discursive form of statements of the text.

The study of the essence of discursive forms must be given special attention. Given the strict relation of this form with the semantic aspect statements, it is possible to define on it the whole dynamics of meaning as a separate statement, and on the scale of SFU and text. Discursive form can serve as a precise criterion for selection and analysis of translational transformations, that is, the exact allocation equivalent to those not only between sentences IYA and PCOS, but also between elements of the statements. Expression sequential movement towards's theorem (semantic utterance top) should be a major purpose of the transfer.

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Theory of study of Terms

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Annotation: The article discusses various approaches to the definition of "term" of the concept, as well as the problem of its relationship with the literary language. Considerable attention is given to identifying the basic properties, content structure, terms of functions and requirements to it. The study of terms is of interest to linguists already for quite some time. Numerous attempts to knowing their theoretical entity is unfortunately not led to unambiguous answer. For example, there are different points of view on the process of analysis of the terms: it is an inseparable connection of the term and the text in the course of the study, when the terms are not extracted from the text and considered in conjunction with them, and, on the other hand, the term independence from the text, due to its uniqueness, and the ability to be used isolation (e.g., in the registers). General characteristics of the term depends directly on the state of the language of science and technology, from its (language) development trends. Accordingly, changes in science lead to a change of scientific views and the creation of new terms and methods of their study. Analyzing the current state of the term it is important to note its great semantic flexibility, the ability of new terms based on existing ones.

Keywords: term property, function, structure.

The language of human activity is a direct reflection of the continuous development of science and technology. Even after the war (referring to the Great Patriotic War of 1941-1945.) Began the process of increasing the number of so-called special vocabulary that continues in our time. The progress of science and technology, social transformation lead to a "radical restructuring of the conceptual apparatus of many scientific disciplines and the emergence of new fields of knowledge" to the formation of "new concepts, which dramatically increases the need for the nomination." These processes are reflected in the formation of a large number of new terms (aka "terminological explosion"), terminologies, which leads to a change in

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terminology. "The task of linguists is to turn the" terminological explosion "that bears largely spontaneous, in a controlled process" [1, 5].

The study of "term" has been going on for decades. And yet, there is no single definition of the concept. Sometimes linguists in the same article provides several definitions, so V.P.Danilenko in one of his works notes 19 definitions, pointing out that this is not the final number [6, 83-86], and B.N.Golovin lists seven examples definition of [4, 18-19].

First it should be noted that the term is a subject of study of a number of sciences, and each of them tries to formulate its definition, given the characteristic features of this area of knowledge. At the same time create uniform for a variety of sciences such multidimensional definition of the concept is not possible.

Thus, in the philosophical basis gnosiological definition it is a sign of sign term. That terminology is a tangible result of cognition, as "elements of scientific apparatus theories and concepts ... and

such as iconic means as nomenclature, proper names, symbols, codes, and combinations thereof in verbal terms, formulas, symbol, circuits, etc. "[8, 21]. At the same time the terms and fix the knowledge gained, and "contribute to the discovery of new knowledge. From the "nodes" particular theory or concept, the terms are often growth points of the theory "[8, 21].

Taking into account the philosophical and epistemological approach to the term, it is necessary to point out the following signs of it: use of terms for fixing the result of cognitive activity; term ability to take part in the discovery of new knowledge. S.E.Nikitina in one of his works, wrote that the term - is the result of knowledge, "the name of the bunch meaning" [10, 29].

From the standpoint of cognitive of terminology, the term is regarded as a dynamic phenomenon that is born, is formulated, deep into the process of learning (cognition), the transition from the concept - mental category - to verbalize the concept associated with a particular theory, concept, conceptualize a particular area of knowledge and (or) activity "[8, 21].

Considering the term from the linguistic position, it should be noted that it (the term) is the only functional unit, and that the focus is not proper term, and lexical items, accepting the signs of the term.

By studying the problem of the definition of terminology within, we analyzed the work of the most prominent linguists. According to V.M.Leychika, "the term arises in the lexical unit" of the language or "lexical unit of this language is estestvennoyazykovym substrate term" and therefore "the term - a lexical unit of a particular language for special purposes, indicating the general, specific or abstract concept theory certain special area of knowledge or activity "[8, 31-32]. It is important to note the difference between the term of the words and phrases (linguistic objects), as well as the difference between the normative requirements, respectively, to one and the other. Only in this case, correct to assert that the terms - this is a special

word. A.A.Reformatsky offered this definition: terms - words special, limited to their particular purpose; word, seeking to be unique as an accurate expression of concepts and naming of things [11, 115]. S.V.Grinev offers the following definition, which takes account of its properties and characteristics, distinguishing itself from the term than the term: the term - it is "nominative special lexical unit (word or phrase) of a special language, taken to accurately name the specific concepts" [5, 33]. Here is the definition of "Explanatory Dictionary" L.L.Nelyubina, which, in our opinion, best reflects all the features of this concept. So, the term - is, first of all, "a word or phrase of a special (scientific, technical, military, etc.) of the language generated by (received, the borrowed, etc.) For the exact expression of the specific concepts and notation of special items; secondly, "a word that does not allow modulation"; Third, "a word or phrase is an accurate designation of certain concepts in the field of science, technology, art, social life"; and finally, "the word, endowed with the quality denoted by the scientific concept that together with other concepts of this branch of science or technology one semantic system. In the text for translation, the term always requires separate solutions to transfer, i.e., It acts as a translation unit "[9, 224]. constitutes together with other concepts of this branch of science or technology one semantic system. In the text for translation, the term always requires separate solutions to transfer, i.e., It acts as a translation unit "[9, 224]. constitutes together with other concepts of this branch of science or technology one semantic system. In the text for translation, the term always requires separate solutions to transfer, i.e., It acts as a translation unit "[9, 224].

Thus, various approaches for the definition of the term are explained, firstly, themselves difference Sciences learning term, and secondly, the versatility of the concept, and finally, the personal vision problems of each of the authors.

Trying to determine the location of the term in a modern language and relate it to natural units within the literary language or to artificially created, linguists hold two rather contradictory positions.

From one point of view, artificial terms, referring to their origin, and have a pretty independent character. So, it is possible to recognize the opinion of the need to make the terms beyond language. On the other hand, terms of education process on the basis of natural language and their application in various fields of knowledge does not allow us to consider the term an artificial unity. Probably, it is important to find some kind of a third point of view to solve this problem. So V.P.Danilenko would take the term natural unit of scientific language, with scientific language is an "independent functional subsystem" natural national language [6, 14]. Also, in her opinion, "the terminology is analyzed by us within the system in which it is naturally included, ie as part of the vocabulary of science language. No other lexical system of terminology in its direct function does not belong and can not be-

long. In my terminology, a special purpose, the realization of which is possible only in the language of science "[6, 14].

Undoubtedly, the term has many differences from other language units, but even this fact does not allow us to make it beyond the literary language. To confirm this idea recall Antoine Lavoisier and his work "The main argument of Chemistry", where he insisted on the unity of science and terminology, pointing out that all the natural sciences represent a set of scientific facts, concepts and terms. And, according to A.A.Refor, language is an important element in a nonrandom science included in it by the terminology of [11, 115-116]. All this allows us to affirm that the terms, reflecting natural phenomena and changes in science and technology, and being the natural units within the scientific language is inextricably linked to the literary language.

Taking into account the differences between the literary language and the language of science, we note that the language of science, as a historical phenomenon, emerges and develops on the basis of national language, taking its grammar, word formation. This also caused their relationship.

The term "content structure the term" includes the following components: semantics, motivation, significative importance. Considering the semantics, or meaning of the term is appropriate to talk about its content structure, which includes the value and meaning of the term. According to B.N.Golovina, the word is the basis of the concept and the method of its formation; as well as the meaning of the word - a Distinctive shape, within which is born and there is a concept, it is the ability of words to recreate in memory any information [3]. Terminological meaning - always direct value, not acceptable convention, subjunctive or emotion. It (value) is set as a result of agreement, a deliberate and conscious [2, 101].

Issues relevant terms and their meanings signified their concepts involved semasiological Terminology, which recognizes the need to study the problems listed above. This is due to the fact that the semantics of the word is the set of lexical and conceptual values do not always coincide.

The following options: a full match, no lexical meaning (it may be lost or forgotten, the term may also be borrowed foreign words), use of one term to indicate several concepts designation of several terms and concepts terminological inconsistency and lexical values. Taking into account one of the requirements for the term - its uniqueness, should be avoided with the terms inaccurate value or make further refinements in selection [5, 92-95].

Considering the problem of motivation of the term ("traits that formed the basis of the term"), we note that it is this feature allows the term to be more memorable, more "vivid" and defines the relationship with other terms [12, 130]. Terminology The isolated as "forms of the term motivation" and "motivation semantics and functions term" despite the fact that the first

explains the choice of the form and a second "direct-defined relation to the object and notation in place terminosistemy term" [8, 39].

In the description of the term of one of the most important tasks, along with the definition of the term, it is to identify its properties and functions. For example, in "Introduction to Terminology" S.V.Grinev highlights the following most important properties. Firstly, "in the special field of use" to fix "it belongs to a special area of expertise", in which fully manifested the concept, they are referred to. Second, the "substantive accuracy" (clarity, nemnogoznachnost, unemotional) term. This property is closely related to the concept of "scientific definitions - definitions" and is dominant in distinguishing "words and the term" and therefore reflected their "effects of different levels of mental activity - scientific thinking and everyday operating performance." And finally, SV

As for the term of functions, there are the following. For example, a "function of naming concepts", which, according to S.V.Grineva enables the composite term "preserve syntactic unity", not paying attention to the number of elements in its composition [5, 32].

In considering this issue V.M.Leychik offers based on the "speech" function, which is the basis for the formation of the term. Consequently, they released "nominative function", by which is possible "fixing special knowledge", although more often speak about the representation of objects, and use the term "representative function" [8, 63-64]. In addition to said feature point and significative function used to designate the object [7, 27]. The third term function - communicative, because it transmits the term "special knowledge" [8, 67]. He is also credited and "heuristic" function or "function to open a new knowledge" of participation in the process of "scientific knowledge and the discovery of truth" [8, 70].

Among others, now comes to the fore cognitive function. It does not equate to the above nominative and signifying functions, as characterized by the term "as a result of a long process of learning the essence of objects and phenomena of objective reality and the inner life of man as a verbalization of a special concept, which may initially be just a mental object, but even a manifestation of sensory perception" [8, 71].

In summary, we note that the development of science and fact of terminology, there are new features and functions of the term, which, along with the term itself are subject to ongoing and careful study.

In considering the requirements for the term, it is necessary to clarify that the requirements - this is the set of characteristics that should have the "ideal" term [5, 34]. Besides, S.V.Grinev considers necessary to learn term in the following areas: semantic, it includes the content of the term and its value; syntax - it shape and structure of the term; pragmatic (here referred particular application and operation term) [5, 34]. What should such a classification: the requirements, firstly, to the external expression of the term,

ie, to his form, secondly, to the meaning of the term and, finally, the requirements determined by the specific use of the term [5, 34].

Let us now consider in more detail all the aspects listed above. The first group - to the content requirements. Here allocate "the consistency of the semantics of the term, the uniqueness, and the absence of a meaningful synonyms." Consistency means matching the meaning both lexical units and values acquired in the terminology of [5, 34]. Such situation is caused by the inhomogeneity of the semantic structure, where there is the imposition of literal values and terminology (compliance possible (full, partial) and mismatch (complete)). Another requirement generated S.V.Grinevym - the uniqueness of the term - is understood as a commitment to the uniqueness of the term within the same terminology; and the term "notional" is meant a "reflection within the meaning of the term minimum number of features sufficient to identify them referred concept" [5, 35]. And one of the most important requirements, in our opinion, is often encountered in the literature, no synonyms - unfortunately not always the case (there are numerous examples of the presence of more than one dozen synonyms within this terminology).

The next group (the requirements for the form of the term) includes: compliance with language standards (elimination of professional jargon, the elimination of deviations from the norms of phonetic and grammatical rules, the replacement of non-literary forms or summarizing a linguistic norms); conciseness (lexical brevity - is the elimination of "unnecessary", having no sense elements; formal brevity, so consider preferred terms with a short-form); Derivative term ability (the ability to form new words); requirements are static forms of the term - invariance; semantic term transparency or motivation - shows the structure of this term relationship between this notion, called them and other concepts [5, 36-38].

The last group (pragmatic) offers S.V.Grinev requirements include the following: Introduction (adoption of the term experts); internationality (match the content and form of terms in at least three national languages); Present - displacement of outdated terms, replacing them with new; euphony and esoteric - the desire to use different wording in order to isolate the professional communication [5, 40].

So, we have considered the main groups of requirements to the terms. Likely to comply with all requirements at the same time, in a single term is hardly possible. And yet, they are crucial in systematizing and streamlining terminology, the classification of terms.

After analyzing the original work of a number of linguists, we conclude that the study of the theoretical essence of the term was carried out repeatedly over the past decade. The above approaches to these problems are defined by area of activity, the results of research and personal attitude of the scientist.

Personal-existential semantic field we call the set of linguistic units (lexical and phraseological), characterizing the biological and spiritual stages of the human life course in close relationship and mutual dependence.

The term "existential" is borrowed by us from existential philosophy and psychology. Briefly analyze how it is interpreted in these sciences.

"Existentialism - humanism". The title of this book by French philosopher, writer and playwright Jean-Paul Sartre's existentialism can serve as a motto, as the most concise and accurate expression of the meaning and purpose of the whole direction of modern philosophy.

Existentialism, or philosophy of existence (from late existentia - existence) was born in the early XX century and has won wide acclaim and popularity for decades. Among the first representatives of existentialism is considered to be Russian philosopher Lev Shestov and Nikolai Berdyaev, although the basic development of this trend received after the first World War in the works of German philosophers Martin Heidegger and Karl Jaspers, and in the forties, in the works of Jean Paul Sartre and Simone de Beauvoir. At the same time their predecessors existentialists believe Pascal, Kierkegaard, Dostoevsky and Nietzsche.

The most difficult time for France, during the Nazi occupation, Sartre was an active participant in the resistance movement; Then he wrote a major philosophical work "Being and Nothingness", which became his doctoral dissertation. In atheistic existential embodiment, which was a theoretical, in particular Sartre, existence is determined as being directed to nothing and recognizes its extremity. Structure existence is described as a set of modes of human existence. Such modes of existence as concern, anxiety, resolution, through the death of conscience defined as a method of contact with anything. Therefore, it is in the border situation, a person begins to see existence as the deepest root of his being. The most important property of existence is going beyond its limits, or transcendence. From the point of view of religious existentialism, transcendental - it is God, and although he is unknowable, but spiritual creativity is an expression of the desire for God, try to express it, though, and tolerate the collapse of the impossibility of an adequate comprehension of God. And the products of this creativity is nothing but as ciphers of transcendence. Existentialists atheist, in turn, is determined as nothing transcendence as deepest secret existence [12], [9] and [16].

Existential Psychology (humanistic psychology) [13, 66-67] - the direction of the western (mainly American) psychology recognizes as their primary identity as a unique integrated system, which is not something given in advance, and "open the possibility of" self-actualization, intrinsic only man. Existential psychology in opposition to itself as a "third force" behaviorism and Freudianism, focuses on the relationship of the person from her past, then, as the main thing in it, according to existential psychology, aspi-

rations for the future, to the free realization of their potentials (G. Allport) particularly creative [4; 5] to strengthen self-belief.

Play a central role in this explanation, providing no adaptation to the environment, not conformal behavior and constructive start of the growth of the human I, the integrity and the strength of the experience that is designed to support a particular form of therapy [6, 7], which K.Rodzhers called "therapy, centered on client ", which means that the interpretation of the individual to seek assistance from a therapist, not as a patient but as a "client ", which takes on itself the responsibility for solving life's problems disturbing him. The therapist is only performs the function of a consultant to create a warm emotional climate in which the customer is easier to organize their internal ("phenomenal") world and to achieve self-integrity, to understand the meaning of its existence ("existence").

We interpret the structure of existential personal semantic field is wider than it did existential psychologists and philosophers in their teachings.

Given the limited scope of this article, we briefly describe the semantic field of the test and illustrate examples of the most frequent and representative semantic units.

We are purely arbitrary in the description of the semantic field divide its departments on the biological and psychological. In fact, they act in unity and interdependence. This division is necessary for more detailed and in-depth analysis. Reading the scientific literature and fiction led to the conclusion that leading a psychological division. The basic structure of psychological units are semantic units band characterizing the target and motivation of the individual.

All the great existential macrofield person we represent as follows. First of all we distinguish microscopic field of psychological determinants, which includes psychological substructure of personality (ryadopolozhnye and through) [15].

Among ryadopolozhnyh substructures leading a social substructure, as it includes the world, relation to the profession, religion and other aspects.

Often a change of profession, religion completely changed life (existential) way of a man and completely change its behavior, such as Eliza Doolittle, the play "Pygmalion," Shaw heroine, so dreamed of becoming a florist shop in London's fashionable, it completely changed all of their personal components: from the rough vulgar street flower girl she turned into a lady with fine manners, posture, appearance and correct English speech. Therefore, at the embassy ball took her off as a duchess. And all that was associated with her about her behavior and speech, said «beautiful» (beautiful) and brilliant (shining). It has changed dramatically, to reach the goal, and it changed the linguistic picture of the world so much that she could not go back to the slums, so after the ball she was crying because fears,

The success of the existential (life) the ways of man are closely linked with the choice of profession. If this choice is made correctly, then people will be happy for a lifetime, because, as Anton Chekhov said "Swan Song":

"Where is the talent of any age do not have, nor death, nor loneliness." This is confirmed by all the world's scientific literature and fiction. The list of examples and their analysis will take an infinite amount of time, significantly beyond the scope of this article, so I'll give just two of the most prominent examples: Bernard Shaw play "Pygmalion" and the novel by Nobel laureate Hermann Hesse's "Narcissus and Goldmund", the heroes who, having reached professional heights of success They made the journey of life happy.

The success of the heroine of the play "Pygmalion" Eliza Doolittle testified word: superb (excellent), brilliant (shiny) and FE associated with praise, also having ARCHISS "praise somebody" - praise, praise:

Extol to the skies exalt to the heavens, praise;

Sing somebody's praises praise, sing praises to anyone.

In our sample of literature and dictionaries found a lot of phraseology describing the choice of profession. Consider a few examples of phraseological units (EF), characterizing a hobby and a profession.

EF, describing hobbies, interests, profession be death on - colloquial. very like, be mad (from) [14, 204]. Sally was death on lace.

Sally loved lace. stage fever - «stage fever," an irresistible attraction to the scene, a passionate desire to become an actor [14, 271].

Not caught stage fever, ran away from school ... and joined the theatre in Dublin.

He literally became ill scene. He ran away from school ... and started working in the company of the Dublin Theater a popular cry craze; general opinion.

Fashions change very quickly. Today the popular cry is for shorter hair, tomorrow, who knows, it may be pigtails, to the waist [Bragg in 1979: 82].

Fashions change rapidly. Today, the latest fashion short hair, and tomorrow will probably be wearing braids to his waist.

a glutton of books - jocular. devourer of books, reading insatiable lover [14.317].

When he could read, he became a glutton of books. And it is so still.

As soon as he started reading, he became a devourer of books. So he stayed. EF, describing the meaning of life.

the breath of (one's) life - a vital necessity that I needed a man like air, the meaning of life [Kunin 1998: 108].

And, yet, to himself just lately, the hospital's affairs seemed almost to have become the breath of life.

Now the hospital, in fact, was the meaning of his life.

It is necessary to emphasize another important aspect - the moral purpose, which plays a leading role in the psychological microscopic field. Heroes of fiction often speak of the vital order, which constitute a challenge to all of humanity and mentally normal, and even mentally ill and analyzes the their goal: R. Raskolnikov, the protagonist of the novel FM Dostoevsky's "Crime and Punishment" [2005] asks what he should be, "a trembling creature or Napoleon." "I had to learn then, and learn quickly. I louse like everybody else, or people? Will I be able to cross or not! I dare to bend down and pick it up or not? Am I a trembling creature or have the right ... "[Dostoevsky 2005: 448].

And then a very different benevolent goal, expressed by Jonathan Seagull, who declares that "the purpose of life - to find perfection and show it to the people:« the aim of living is to find perfection, and to show if forth »[1, 25].

Ghosts showed him the errors of the past and the present and showed that if he does not change, it will be lonely and miserable, and of his death, no one will regret. So he was born again on Christmas morning, showing empathy for all people, he congratulated them on Christmas, he helped his employee with many children in all plans. Love for the people involved in their lives, and help people to make him happy.

The author describes his new attitude towards people: «Nothing could be heartier» (Do not have a heart), and his emotional state clearly described in words - amazing luck «wonderful happiness» - and the same is felt all the people around him [Dickens 1986: 75]. And he addresses them with the words «my love (my love) good fellow» - a good guy. And "A Christmas Carol" - all finishing work Scrooge phrase: "God bless us everyone» (God bless us, everyone) «I will live in the Past, the Present and the Future!» [3, 71]. - "I will live in the Past, Present and Future" - cried Scrooge, as his new spiritual birth is associated with a love of the people, he understands how a symbol of immortality. This is the idea of the whole work, and it is, in our opinion, the approach to the social aspect of life,

Biological aspects of existential semantic field: birth, life and death of a person represented less than spiritual (psychological) in our sample of literature and dictionaries.

Briefly in the form of the scheme can be presented we investigated personal-existential field as follows.

Personal-existential semantic macrofield consists of the following units

I. Psychological existential microscopic field
semantic groups

1. Personal substructures and their determinants
2. Stages of personal formation
3. Language picture of the world
4. Stages of socialization and institutions

II. Biological existential microscopic field

1. Birth (pregnancy, conditions and the clinical picture of the birth)

2. The life of the body (lifestyle, nutrition, health)

3. Death (near-death, dying) III. Immortality

IV. Existential microscopic field out of the crisis

We consider two basic types of crisis management. The first strategy - sanogenykh reflection or, as prof. YM Orlov, "razmyslit difficulties and remove them by moving pathogenic thinking sanogenic", ie in sanity. Draw the situation and wrote in her diary on her criticism. For example, the girl-manager drew itself in the form of fish that escaped from the network, creating a hole in it, making psycholinguistic language analysis (Being at a loss - to be at sea; to pull myself together - to pull oneself together), ie. e. emotional control implement. The second strategy - meditative suggestive: against respiratory muscle relaxation and cause extinction of pathogenic complexes which are thought-emotionally. For example,

Somewhat different is considering a way out Hamlet stress, the hero of William Shakespeare's tragedy, offering three ways out: 1) using the identification, suffer in silence, 2) arm and put an end to misery by applying psychological protection positive aggression or 3) to use suicide as a defense retroflexion, those. penalties aimed at himself. This Shakespeare wrote the following:

It be or not to be - That is the question. Whether 'tis nobler In the mind to suffer

There are many works devoted to the study of color and its application in various fields of human activity. And this is understandable: the color value in human life has always been very high.

At the moment the color seems to be no competition in a variety of practical applications: the color scheme of products (be it a car, a refrigerator or a mobile phone) largely determines their success in the market; Trendsetters offer another range of colors of the season; experts select specific colors to suit the rescuers and the walls of a prison cell; Doctors develop color psychodiagnostics Tests purposes. This long range crowned color marks, which is the most widespread in philosophy heraldry, astrology, icons, and religious rituals folklore (Etnograficheskoe Review, № 2, 1992).

For example, white is traditionally a symbol of unity, as in Christianity remains unshakeable symbol of holiness and spirituality. The angels in heaven - dressed in white, like the saints have undergone for their faith. The bride wears a white wedding dress, symbolizing purity. White wig on the head of the judge speaks about his impartiality. White represents peace of mind. Finally, the white - a symbol of peace [2,245].

The fact that an ever-increasing role of color in human life had two inevitable consequences. On the one hand, there is an urgent need for a huge

number of new words that are in some way, more adequately reflect the variety of color hues, which distinguishes the human eye [3, 14].

On the other hand, there was a natural tendency for humanity to explore the origins and consequences of this influence. XVIII century can be taken as a starting point for scientific research in this area.

The first serious difficulty, in which analyzed the relationship of color to different sides of human life was "Theory of Colors" JW Goethe. It is known that Goethe himself appreciated its work in color above his own poetry [9, 26]. Color Goethe - a symbol of the man himself, his thoughts and feelings, and the symbol is not poetic, and the psychological, which has a definite specific content. The observations and conclusions of the Goethe color relationship and psyche have given impetus to thinking about the color of many outstanding representatives of science and art (Hegel, Kandinsky, Niels Bohr, Vladimir Nabokov, AF Losev, M. Lüscher et al.) . How versatile the symbolic color values that are mentioned in the writings of thinkers?

Of course, it can not necessarily be expected to universality when we compare the different national and cultural community. Conventionally, saying that in some nations considered "white" (good, clean, and the like), other nations is "black" (bad, angry, and a funeral, etc.) [3, 17]. However, even within the same culture the question of the generality of symbolic representations remains open.

The symbolism of colors is based on associations. For example, the red color is often cited representations, represents power, strength, energy, revolutionary changes [7, 17]. It goes well with the direct association of the color of fire and blood. It is proved that at the physiological level, the red color contributes to the work of the endocrine glands, the development of adrenaline, is associated with reproductive organs and can increase body temperature.

Meanwhile, association studies, including language, Science really took only in the early twentieth century., And only in the latter half of the twentieth century. experimental apparatus has been finalized and were really significant practical results (including the publication of extensive associative dictionaries). Therefore, all figures mentioned above culture based their views on the color symbolism solely on their own views. Now we are already well known that during the associative poll is never possible to achieve complete unanimity of opinion; a significant part of the answer is strictly individual. No matter how brilliant a particular person, there is always a chance, that expressed their opinion (including the symbolic meaning of a particular color) will be purely subjective, and would run counter to the feelings of the majority of other people. This idea is easy to prove if we compare the published opinions of different sources about the same color. The same red color is associated with some authors will to win, power, en-

ergy, passion, and at others he also acts as a symbol of shame, embarrassment, love, danger.

Even more indicative of another example. It goes on known phenomenon *sinestezii* (from the Greek *synbisthçsis* - 'Co-sensation ') - such as a perception that upon stimulation of sensory organ along with specific sensations arise for it and sensations corresponding to the other sense organ. For example, the perception of sounds accompanied by visual, olfactory, or tactile. For instance, high and low opposition phonemes can cause association with contrasting light - dark, acute - round, thin - thick, lightweight - massive etc.

The most famous view of *synaesthesia* is the unique ability to see differently colored sound of certain instruments or certain tones. This ability of the human mind is a manifestation of a real and even innate, independent of the will of the individual.

The first in a series of oldtimers who had the "color hearing" should be the Russian composer A. Scriabin: "... the sound or tone corresponds to the light ... They seem to be the color of light ..." he said. Color and sound are not dissociable in Nature, but we see it only sometimes. If we talk about the works of Scriabin, his music was ready to "light up" real fire [4, 24-30]. Light - the theme of many of his works, give an amusing episode on this subject. In one African country hosted an international congress of the clergy. One of the priests led a group of guests from Europe to the local church, to acquaint with the peculiarities of the church service. The appearance of the delegation made a commotion in the crowd of the faithful. To relieve the tension, the local priest addressed the faithful: "Brothers, all right. You do not look at what they have white skin. I want to assure you,

Another supporter of color music was contemporary Scriabin composer Rimsky-Korsakov. In 1911. Scriabin's biographer L. Sabaneev published a table of correspondences *zvukotsvetovyh* Scriabin. Soon it published the relevant data of Rimsky-Korsakov. And what? Table. 1 shows that the point of view of the two composers practically have nothing to do.

The association between the musical tone and color of ideas Scriabin and Rimsky-Korsakov

Table 1.

Key	Color by Scriabin	Color by Rimsky-Korsakov
C Major	red	white
D Major	yellow	day, yellow, royal
E Major	blue-whitish	blue, sapphire, shiny
F Major	red, dark	green, clear (green color)
G Major	salmon	brownish-golden, light
A Major	green	clear, pink

B Major	blue-whitish	gloomy, dark blue with a steel sheen
E flat major	steel color with metallic luster	dark, gloomy, gray-bluish
A Flat Major	purple-violet	cerovato purple
B flat major	steel color with metallic luster	fuscous
D sharp	purple	dusky, warm
F-sharp	blue, bright	greyish-green

So can we say that color has a certain symbolism basis in the mass consciousness? And, if so, whether it corresponds to the mass consciousness of the particular symbol values occurring in the known publications? The experimental answer to these questions and we give in this paper.

Subjects

We limited the study material traits of character names. This area is also included in the field of view of color symbolism. For example, according to different sources, the red symbolizes leadership, tenacity, perseverance, sensuality, passion, intolerance, cruelty, obstinacy, selfishness.

We started with the fact that the experiment was conducted for the selection of vocabulary, describing a person's character. In the experiment, was attended by over 100 people. Subjects were offered form, where examples of words that describe the person's character were given such a kind, generosity, smiling, stern etc. Each subject was asked to supplement the list of words and expressions of the Russian language, which, in his opinion, one way or another connected with the characteristics of a person. Asked to write as much as possible options for a specific amount of time. After this experiment, we obtained a list of 365 words. The most commonly encountered words in the questionnaires formed the core group being studied vocabulary. Altogether these words appeared about 50. Most words have met only 1-2 times and made the peripheral portion of the group.

After analyzing a number of publications, we have written to the words of our list of information on the relevant color symbolism.

Experimental procedure

Selected 28 words were presented 155 subjects within the Nogo associative experiment. Words were given a list and asked to write a statement in the color association for each word (the first thing that comes to mind). Informants oriented use basic colors (white, black, red, orange, etc.), but some

subjects still used in their replies to "intermediate" (ocher, turquoise, mother of pearl, raspberry, etc.). Some questionnaires were missing (the informants had difficulty in finding an answer), but on the other hand, some subjects in their responses using 2-3. Therefore, the number of words in each stimulus appeared in approximately the same result.

So, as a result of the survey for each stimulus of approximately 155 color associations were received. Here is an example of association lists for two words stimuli indicating the frequency of occurrence in the questionnaire (Table. 2).

The results of associative experiment (fragment)

Table 2.

word			
kind (answers 155)		evil (155 responses)	
white - yellow 41 - 27 Green - 22 pink - blue 16 - 14 orange - blue 9 - 8 beige - red 4 - 4	Gold - 2 turquoise - Brown 1 - 1 lime - 1 Silver - 1 purple - pistachio 1 - 1 black - 1	black - red 103 - 11 Green - 8 brown - 8 gray - 7 blue - yellow 4 - 3	burgundy - 2 dark green - 2 dark gray - violet 2 - 2 orange - magenta 1 - 1 red - 1

Table. 2 are arranged in descending order upotrebitel-

Appearance in the questionnaires. As can be seen from the table, there is some diversity of opinion (for the word good responses include 17 different color names, for evil words - 14).

Further, we have combined with the main intermediate shades (burgundy magenta and attached to the group "red"; green, pistachio, dark green - with the group of "green"; gold combined with "yellow", and red - with "orange", etc. . This measure was necessary, in particular, because the authors who work with color symbolism, operate only basic tsvetonaimenovaniyami.

An analysis of the results, the words belong to the "core" and "periphery" had no value, so in the following description, we will ignore the division of words into two groups.

The discussion of the results

The basis of analysis of experimental data was the final response matrix dimension 28 x 12 (number of stimuli and number of core tsvetonaimenovany). Detail of the matrix is shown in Table. 3.

The first thing that catches your eye when the matrix analysis - a rather high degree of coincidence estimates. In the absence of a more or less strong association between the character and the color of each word stimulus would generate a more or less random answers: then every shade of color had an equal chance to appear in the questionnaire test (this means that on average, matching the responses would be at 13-14) . In fact, in all cases without exception, the word-stimulus were clearly expressed by the dominant responses. Sometimes they were the absolute nature (cf. passionate ↔ red - 134 response; ↔ evil black - 103 response, a mysterious purple ↔ - 52 response, etc.). In other cases, the dominant color appeared immediately 2-3 (fair: white - 36 responses, green - 33 response; mixer: green - 41 response orange - 32, yellow - 31, etc.).

The resulting matrix of the experimental results with color
Table 3.

Trait	color Association								
	red	gree	the	bl	w	Gr	purple		Orang
overbea	47	2	13	5	-	el	2		1
kind	4	24	1	8	42	1	1		9
mysteri	8	16	6	26	8	7	52		-
evil	15	10	103	4	-	9	2		2
lazy	1	15	-	6	2	20	3		-
leader	64	4	5	-	3	2	-		6
bad	1	5	56	3	1	17	2		1
...									
jealous	51	20	16	12	3	8	7		7
strong	29	10	elev	thi	1	4	1		-
bold	44	10	3	8	7	2	6		10
calm	-	27	-	8	19	-	-		-
passion	134	-	3	1	-	1	-		4
creative	4	38	-	13	4	-	29		18
stubbor	16	7	16	7	-	28	4		4
good	8	25	-	8	thi	3	-		6
brave	51	18	4	19	13	6	3		8
generou	12	26	1	2	2	-	6		3
vigorou	thirt	12	-	7	1	1	4		49
in total	810	564	371	34	32	24	237		221

Thus, your first question, we have received a definite answer: yes, indeed, Russian media there is a definite association between personality traits and color. Referring to the second question: whether real preferences obtained in the experiment are the same, with the data about the color

symbolism that given in the literature. To this end, this is comparable to two data series (tab. 4).

Column 3 provides data on the occurrence of the color in the test questionnaire. At most frequent responses (dominant), as well as the colors that have been mentioned in the literature. It is natural to define the "common vision" as a case where the color of the column 2 column 3 are dominant.

All the 26 words in the table. 4 are divided into four groups.

Comparison of the data in the literature about the color symbolism and the results of associative experiment (fragment)

Table 4.

	Trait	Published data	results of the experiment
	1	2	3
	kind	white	42 white, yellow 29, green 24
	good	white	white 31, green 25, blue 23
	calm	blue	49 blue, 44 green, 34 white
	bad	the black	Black 95 Gray 29
	bold	red	red 71, green 16
	passionate	red, pink	134 red, pink 8
	magical	purple, blue	purple 48 blue 26
	communic	green, orange	Green 41, Orange 32, Yellow 31
	vigorous	orange, gray, red, yellow, 1	orange 49, red 47, yellow 19, green 18, gray
	evil	black, red, blue	Black 103, red 14, green 10, blue 4
	leader	Red Blue	red 103, blue 10
	lazy	Gray	34 brown, gray 32, yellow 25, green 25
	strong	blue, red, orange	48 blue, 47 red, orange 0
	careerist	gray, black, blue, purple	32 red, 26 gray, black 19, blue 13, purple 9
	equitable	white, yellow, orange	white 36, green 33, Orange 7, Yellow 0
	generous	yellow, purple	yellow 52, green 47, red 22, violet 10
	merciful	white, orange	41 white, yellow 23, 21, pink, orange 2
	mysterious	purple, blue, black	Violet 52 Black 26 Blue 6
	overbearin g	red, blue, black, yellow	red 77, Black 21, gray 17 16 yellow, blue 5

	creative	purple, orange, yellow	38 green, 29 purple, blue 29, Orange 18, Yellow 14
	jealous	green	red 50, green 20, Brown 17, black 16
	responsibl	brown	33 green, 25 blue, 24 white, brown 14
	stubborn	red	gray 39 brown 35 red 22

Group 1 (10 words): Data from both sources are identical (color, drawn from literary sources are the leading dominants IPO results of the experiment).

Two words from the Development (Music and vulnerable) have been eliminated, as we found no published data on their symbolic meaning.

Group 2 (5 words): there is a significant data coincidence, but there are some exceptions. For example, in the word energetic three predicted literature colors (orange, red, yellow) are leading dominant, but a gray color is clearly not supported by experimental data.

Group 3 (6 words): conflicting data. There is almost half of the "literature" is the dominant color, and the other half - on the contrary, has a very weak association with nature. For example, the word just has a leading dominant white (36 responses), and the other two color - orange and yellow in the test responses hardly met. On the other hand, the green is a strong dominant in the responses, and does not appear in the literature.

Group 4 (5 words): apparent mismatch of data. None of said literature does not form the dominant colors in the responses.

Let's try to summarize the results. To this end, we calculate the ratio of associative relationships for those colors that are predicted and not predicted by the literature. For example, for the word it was predicted energetic 4 colors (orange, red, yellow, and gray). They accounted for a total of 116 responses. The remaining 49 responses were distributed among 8 colors that are not mentioned in the literature. Thus, for every "literary" variant had an average of 29.0 of responses, and on the other the word - on the 6.1 response (ratio 29.0: 6.1). Note that the energetic included in group 2 Table. 3. Of course, words of group 1, this ratio will be significantly more weight (cf. kind - 42.0: 10.3; bad - 95: 6.0 etc.), and for group 3 - less weighty (. Wed .: generous - 31.0: 11.9). Even in a group of 4, where, again, words are collected,

For all 26 word lists ratio was 27.0: 6.9. Thus, it can reasonably be assumed that the symbolic color value with respect to the feature - this is more reality than myth.

And the last. Our results reveal some of the new directions of research. For example, some cases of these differences to be explained (why the word dominant green and red creative word in the careerist is not recorded in the literature, and Orange, on the contrary, did not find any association with the

word strong? Etc.). An interesting analysis of cases of dominant plurality. It is possible that some of them are caused by the gender factor. For example, the word for men vulnerable sustainable yield association blue, and women - pink. Finally, invites to reflect the last line of Table. 3. It follows from this that the colors vary greatly in their "associative strength": for example, red and green colors are showing much greater associative activity than colors like gray,

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